

Toyota Motor North America Reports May 2018 Sales

June 01, 2018

The Toyota logo, consisting of the word "TOYOTA" in a bold, red, sans-serif font, is centered within a light gray rectangular background.

May 2018 Sales Chart

PLANO, Texas (June 1, 2018) – Toyota Motor North America (TMNA) today reported May 2018 sales of 215,321 vehicles, a decrease of 1.3 percent from May 2017 on a volume basis. With one more selling day in May 2018 compared to May 2017, sales were down 5.1 percent on a daily selling rate (DSR) basis.

Toyota division posted May sales of 189,930 units, down 1.5 percent on a volume basis and down 5.3 percent on a DSR basis.

Lexus division posted May sales of 25,391 vehicles, down 0.1 percent on a volume basis and down 3.9 percent on a DSR basis.

May 2018 Highlights

- TMNA, Toyota and Lexus divisions' light trucks posted a best-ever May
- Camry posted sales of 29,965

- RAV4 posted sales of 38,202 units
- Highlander sales up 17.6 percent, a best-ever May
- 4Runner sales up 6.6 percent
- Toyota division pickup truck sales up 11.0 percent
- Tacoma sales up 21.1 percent
- Tundra posted sales of 10,062 units
- Lexus LUVs posted a 6.8 percent increase, a best-ever May
- RX posted sales of 9,697 units
- NX Hybrid up 221.4 percent, a best-ever May
- NX combined sales of 4,975 units, continuing a best-ever start to the year
- LS sales up 186.4 percent with sales of 908 units

*Note: Unless otherwise stated, all figures reflect unadjusted raw sales volume