Toyota Motor North America Reports September, Third Quarter 2026 U.S. Sales Results

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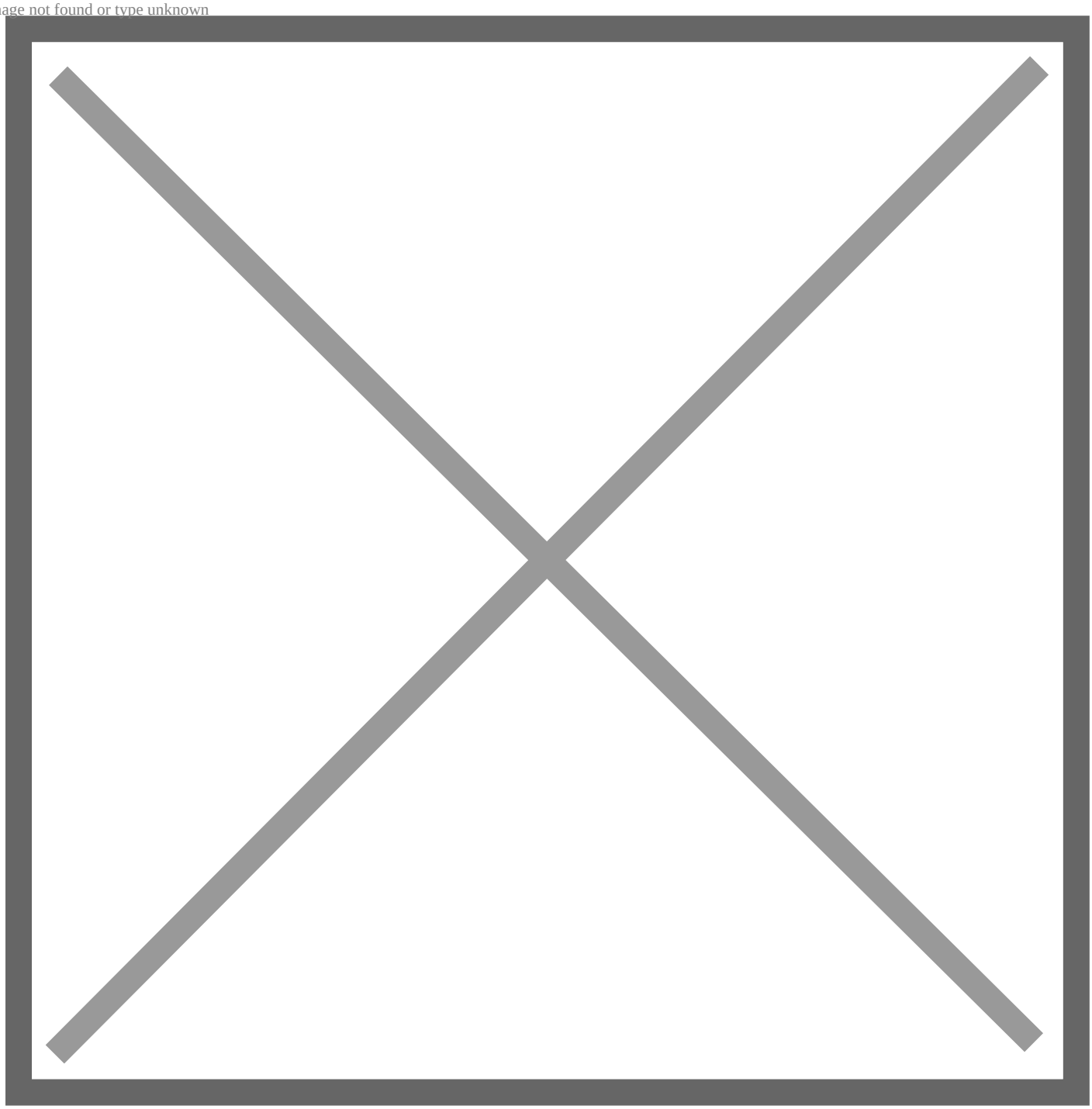

PLANO, Texas (Oct. 1, 2026) – Toyota Motor North America (TMNA) today reported September 2026 U.S. sales of 201,306 vehicles, up 8.4 percent on a volume basis and up 4.0 percent on a daily selling rate (DSR) basis compared to September 2025. Sales of electrified vehicles for the month totaled 117,215, up 37.8 percent on a volume basis and up 32.2 percent on a DSR basis, representing 58.2 percent of total sales volume.

For the third quarter, TMNA reported sales of 633,223 vehicles, up 0.6 percent on a volume basis and up 0.6 percent on a DSR basis versus the third quarter of 2025. Sales of electrified vehicles for the third quarter totaled 363,367, up 28.5 percent on a volume basis and up 28.5 percent on a DSR basis, representing 57.4 percent of total sales volume.

Toyota division posted September sales of 171,469 vehicles, up 7.9 percent on a volume basis and up 3.6 percent on a DSR basis. For the quarter, Toyota division reported sales of 540,167 vehicles, up 0.5 percent on a volume basis and up 0.5 percent on a DSR basis.

Lexus division posted September sales of 29,837 vehicles, up 11.4 percent on a volume basis and up 6.9 percent on a DSR basis. For the quarter, Lexus division reported sales of 93,056 vehicles, up 1.6 percent on a volume basis and up 1.6 percent on a DSR basis.

“Our third-quarter results reinforce a simple truth—customers want choices,” said Andrew Gilleland, senior vice president, Automotive Operations Group, Toyota Motor North America. “From affordability to electrification, our multi-path strategy continues to meet customers where they are and give them options that fit their lifestyles. With solid momentum and disciplined inventory heading into Q4, we’re well-positioned to finish the year strong.”

Highlights *(volume basis unless otherwise noted)*

TMNA:

- Third quarter sales up 0.6 percent
- Third quarter electrified vehicle sales of 363,367, up 28.5 percent
- September sales up 8.4 percent
- September electrified vehicle sales of 117,215, up 37.8 percent
- 32 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands
- Among the lowest incentives among full-line manufacturers

Toyota Division:

- Third quarter sales up 0.5 percent
- Third quarter electrified vehicle sales of 325,227, up 29.2 percent
- September sales up 7.9 percent
- September electrified vehicle sales of 104,105, up 36.6 percent

Lexus Division:

- Third quarter sales up 1.6 percent
- Third quarter electrified vehicle sales of 38,140, up 23.1 percent
- September sales up 11.4 percent
- September electrified vehicle sales of 13,110, up 47.4 percent