

Toyota Motor North America Reports U.S. Sales for October 2017

November 01, 2017

October 2017 Sales Chart

PLANO, Texas (November 1, 2017) – Toyota Motor North America (TMNA) Inc., today reported October 2017 sales of 188,434 units. With one less selling day in October 2017 compared to October 2016, sales were up 1.1 percent on volume and up 5.2 percent on a daily selling rate (DSR) basis.

Toyota division posted October sales of 165,540 units, up 2.5 percent on a volume basis, and up 6.6 percent on a DSR basis.

“The first month of the final quarter of 2017 saw sustained strong sales for the industry, and we expect that momentum to continue through the last two months of the year,” said Jack Hollis, group vice president and general manager, Toyota division. “The Toyota division had another best-ever for the month of October in light trucks, led by our tenth consecutive monthly sales record for RAV4. And the all-new 2018 Camry, with October sales of over 26,000 units, continues to generate excitement in our dealer showrooms.”

Lexus posted October sales of 22,894 units, down 7.7 percent on a volume basis, and down 4 percent on a DSR basis.

“We’re continuing to ride the luxury SUV wave with our sixth straight best-ever month for Lexus luxury utility vehicles,” said Lexus Group Vice President and General Manager Jeff Bracken. “Now we’re entering our favorite time of the year with our December to Remember sales event. The kick-off begins today with the best deals and product mix of the year. Of course, our customers can count on our iconic big red bows. Everything is lined up for a great close to 2017.”

October 2017 Highlights:

- Camry posts October sales of 26,252 units
- TMNA, Toyota and Lexus divisions post best-ever October for light trucks
- RAV4 sales up nearly 30 percent, posts a best-ever October
- Highlander sales of 17,461 units in October
- 4Runner sales of 11,153 units in October
- Tacoma posts October sales of 15,804 units
- Tundra sales up more than 5 percent
- NX sets best-ever October, up more than 6 percent
- LX up nearly 8 percent in October
- RX sees more than 4 percent gain in October
- GX up nearly 15 percent

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