

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

December 01, 2017



November 2017 Sales Chart

PLANO, Texas (December 1, 2017) – Toyota Motor North America (TMNA) Inc., today reported November 2017 sales of 191,617 units. With the same number of selling days in November 2017 compared to November 2016, sales were down 3.0 percent on volume and on a daily selling rate (DSR) basis.

Toyota division posted November sales of 164,499 units, down 2.4 percent on a volume and DSR basis.

“Through November, the auto industry remains on track to have its third consecutive year of new vehicle sales topping 17 million, in-line with our expectations,” said Jack Hollis, group vice president and general manager, Toyota division. “While light trucks continue to shine for Toyota division, scoring another monthly best-ever led by an 11th consecutive best-ever monthly total for RAV4, we were even more thrilled to see our amazing dealers help Camry sedan rise to have its best-ever November. We are enthusiastic for the final month of the year where customers can find great deals during our Toyotathon sales event happening right now!”

Lexus posted November sales of 27,118 units, down 6.7 percent on a volume basis and DSR basis.

“Our December to Remember sales event is in full swing, setting up a great close to 2017,” said Lexus Group Vice President and General Manager Jeff Bracken. “Our redesigned NX is proving to be a very popular choice for our customers, and by February 2018, shoppers will see four additional models to our Lexus line-up: an RX L 3-row, an RX L hybrid 3-row, an LX 2- row, and a very limited edition Inspiration Series LC 500.”

November 2017 Highlights:

- Camry sedan posts best-ever November sales of nearly 35,000 units
- RAV4 sales up, post best-ever November
- Highlander records more than 19,000 units
- 4Runner sales top 10,000, up over 17 percent, a November best-ever
- Tacoma sales up more than 4 percent
- Tundra sales at 9,700 units, up 1.3 percent
- NX sets best-ever November, up 5.5 percent to more than 5,400 units
- RX posts monthly sales of 10,102 units
- GX up 5.4 percent

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