

Toyota Motor North America Reports April 2017 Sales

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[April 2017 Sales Chart](#)

PLANO, Texas (May 2, 2017) – Toyota Motor North America (TMNA) Inc., today reported its U.S. April 2017 sales of 201,926 units, a decrease of 4.4 percent from April 2016 on a volume basis. With one less selling day in April 2017 compared to April 2016, sales were down 0.7 percent on a daily selling rate (DSR) basis.

Toyota division posted April 2017 sales of 179,810 units, down 3.5 percent on a volume basis, but up 0.3 percent on a DSR basis.

“The industry’s appetite for SUV and light truck sales remains strong,” said Jack Hollis, group vice president and general manager of Toyota division. “Toyota continues to progress in aligning our mix with the industry, as seen by the exemplary month for our SUVs with Highlander, RAV4 and 4Runner all scoring an April best ever. Also, during the month we launched the C-HR subcompact SUV crossover, and we’re already hearing positive feedback on its performance and style.”

Lexus posted sales of 22,116 units, down 11.1 percent on a volume, and down 7.7 percent on a DSR basis.

“Thanks to continued consumer interest in luxury utility vehicles and a healthy inventory, NX achieved its best April yet,” said Jeff Bracken, Lexus group vice president and general manager. “Moving into May, we’re excited to launch our stunning new flagship coupe, the LC 500 and LC 500h.”

April 2017 Highlights:

- Camry posts sales of 31,428 units
- TMNA and Toyota division all post new April record for light truck sales
- RAV4 sales rise 5.3 percent on a volume basis, up 9.4 percent on a DSR basis; a best-ever April
- Highlander up 19.6 on a volume basis, up 24.2 on a DSR basis; a best-ever April
- 4Runner up nearly 3 percent on volume; posts best-ever April
- C-HR launched in April
- NX sets new best-ever April, volume up 13.2 percent, and up 17.6 on a DSR basis

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