

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

June 01, 2017

May 2017 Sales Chart

PLANO, Texas (June 1, 2017) – Toyota Motor North America (TMNA) Inc., today reported its U.S. May 2017 sales of 218,248 units, a decrease of 0.5 percent from May 2016 on a volume basis. With one more selling day in May 2017 compared to May 2016, sales were down 4.5 percent on a daily selling rate (DSR) basis.

Toyota division posted May 2017 sales of 192,847 units, up 0.1 percent on a volume basis, and down 3.9 percent on a DSR basis.

“Although down from last year, the auto industry is still enjoying a solid year in 2017, with light trucks continuing to shine,” said Jack Hollis, group vice president and general manager, Toyota division. “We continue to see the SUV segment leading the way, with a best-ever May for RAV4, Highlander, and overall light truck for the Toyota division, where inventory remains at healthy levels for our customers during the summer buying season. We are also thrilled at how well the market is accepting our newest model, the C-HR, with its first full month of sales in May, as our dealers have started to build some inventory. So far, we are seeing strong interest from a younger demographic for the C-HR, which is exciting.”

Lexus posted sales of 25,401 vehicles in May 2017, down 4.8 percent on a volume basis, and down 8.6 percent on a DSR basis.

“As we press further into 2017, Luxury Utility Vehicles continue to lead Lexus sales, with a best-ever May for the NX and our total LUV lineup,” said Jeff Bracken, Lexus group vice president and general manager. “But continued interest in utility vehicles is not our only news—sales of the LC 500 and LC 500h kicked-off in May to a great start, exceeding our expectations and allowing our new LC owners to experience amazing.”

May 2017 Highlights:

- Camry posts sales of 32,547 units
- Total TMNA, Toyota, and Lexus divisions all post new May record for light truck sales
- TMNA light trucks sales up 12.4 percent
- Toyota division light truck up more than 13 percent
- C-HR posts first full month of sales with 1,848 units
- RAV4 sales rise nearly 19 percent; a best-ever May
- Highlander up 22.5; a best-ever May
- 4Runner up more than 6 percent
- Tacoma up nearly 7 percent
- Tundra up 9.6 percent
- Lexus division LUV sales up 7.5 percent
- NX sets new best-ever May, volume up 24.3 percent, and up 19.3 on DSR basis
- LX up almost 38 percent on volume, and up 32.4 percent on a DSR basis

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