

Toyota Motor Sales Reports October 2016 Sales

November 01, 2016

[October 2016 Sales Chart](#)

TORRANCE, Calif. (November 1, 2016) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported October 2016 sales of 186,295 units, a decrease of 8.7 percent from October 2015 on a volume basis. With two fewer selling days in October 2016 compared to October 2015, sales were down 1.7 percent on a daily selling rate (DSR) basis.

Toyota Division posted October sales of 161,492 units, down 9.1 percent on a volume basis and 2.1 on a DSR basis.

“Light trucks remained the hottest segment for the industry in October,” said Bill Fay, group vice president and general manager of the Toyota Division. “With best-ever October Highlander sales, combined with solid RAV4, Corolla, and Camry results, we expect to keep Toyota the number one retail brand.”

Lexus posted October sales of 24,803 units, down 6.2 percent on a volume basis and up 1 percent on a DSR basis.

“Lexus luxury utility vehicles lead sales volume for the brand, with both the NX and the LUV lineup seeing their best-ever Octobers,” said Jeff Bracken, Lexus Division group vice president and general manager. “As we get ready to kick off our annual December to Remember sales campaign in the coming weeks with robust inventory, we expect to close out the year strong, retaining retail luxury leadership for 2016.”

October 2016 Highlights

- Corolla Sedan up 2 percent
- Camry posts October sales of 29,562 units
- TMS light trucks post best-ever sales for the month
- Toyota Division light trucks up 6.6 percent on a DSR basis
- Toyota Division SUV up nearly 10 percent on a DSR basis
- Highlander up 32.7 percent; posts best-ever October
- 4Runner sales were flat for the month on a volume basis; up 7 percent on a DSR basis
- Land Cruiser up 87.6 percent
- Toyota Division pickups up 2.7 percent on a volume basis; up almost 11 percent on a DSR basis
- Tacoma up 4.2 percent; up 12.2 percent on a DSR basis
- Tundra sales were flat for the month on a volume basis; up nearly 8 percent on a DSR basis
- TCUV posts best-ever sales for the month
- L/Certified by Lexus posts best-ever October sales
- Lexus LUVs up 6.1 percent; posts best-ever October sales
- NX up almost 26 percent; posts best-ever October
- LX up almost 162 percent in October
- GS up almost 8 percent

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