

Toyota Motor Sales Reports July 2016 Sales

August 02, 2016

[July 2016 Sales Chart](#)

TORRANCE, Calif. (August 2, 2016) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported July 2016 sales of 214,233 units, a decrease of 1.4 percent from July 2015 on a volume basis. With the same amount of selling days in July 2016 compared to July 2015, sales were down 1.4 percent on a daily selling rate (DSR) basis.

Toyota division posted July 2016 sales of 186,343 units, down 0.5 percent on a volume basis and DSR basis.

“Light trucks remained the hottest segment for the industry in July,” said Bill Fay, group vice president and general manager, Toyota division. “Toyota Division reported its best-ever light truck sales for the month, supported by record July results for both RAV4 and Highlander.”

Lexus posted July sales of 27,890 units, down 6.5 percent on a volume basis and DSR basis.

“Lexus luxury utility vehicles had another strong sales month, with RX, NX, and LX up,” said Jeff Bracken, Lexus division group vice president and general manager. “With these results, we had our best-ever July for light trucks and are up nearly 10 percent for the year, thanks to the strength of our dealer body.”

July 2016 Highlights

- Corolla posts sales of 31,717 units; up almost 5 percent for the month
- Camry posts July sales of 34,122 units
- TMS posts best-ever light truck sales for the second consecutive month
- Toyota Division light trucks up 7.3 percent; best-ever July
- RAV4 sales rose 19.3 percent; best-ever July
- Highlander posts sales of 15,213 units, up 19.5 percent; best-ever July
- 4Runner up more than 14 percent
- Land Cruiser up 57.7 percent in July
- TCUV posts best-ever July
- ES posts sales of 5,497 units for the month, up 1 percent
- Lexus LUVs post best-ever July and year-to-date sales
- NX up 8.1 percent in July with sales of 4,689 units; best-ever July
- RX posts sales of more than 8,500 units, up 3.1 percent for the month
- LX up almost 54 percent for the year
- Lexus L/Certified posts best-ever July, up 24 percent for the month

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