

Toyota Motor Sales Reports March 2016 Sales

April 01, 2016

[March 2016 Sales Chart](#)

[March 2016 Sales Conference Call \(audio clip\)](#)

[March 2016 Sales Conference Notes](#)

TORRANCE, Calif. (April 1, 2016) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported March 2016 sales of 219,842 units, a decrease of 2.7 percent from March 2015 on a volume basis. With two more selling days in March 2016 compared to March 2015, sales were down 9.9 percent on a daily selling rate (DSR) basis.

Toyota division posted March 2016 sales of 189,644 units, down 2.7 percent on a volume basis and 9.9 percent on a DSR basis.

"Trucks hauled the industry to see the best March in over a decade," said Bill Fay, Toyota division group vice president and general manager. "For the Toyota division, light trucks, mostly supported by record sales of RAV4 and Highlander, posted best-ever March and first quarter sales."

Lexus posted sales of 30,198 units, down 2.8 percent on a volume basis and 10 percent on a DSR basis.

"Lexus continues to be well-positioned with our fresh LUV lineup to meet the increasing customer demand for crossover and utility vehicles in the luxury market," said Jeff Bracken, Lexus group vice president and general manager. "Our NX posted its best-ever month, and the all new RX posted its best-month since launch. In addition, the new LX was up 45.7 percent"

March 2016 Highlights:

- Camry posts sales of nearly 37,000 units
- Corolla posts sales of 32,556 units
- TMS, Toyota, and Lexus divisions all post new March record for light truck sales
- RAV4 sales rose 15.1 percent; a best-ever March and first quarter
- Highlander up 14.6 percent; a best-ever March and first quarter
- 4Runner up 11 percent
- Tacoma up 11.3 percent for the month
- Lexus luxury utility vehicles up 9.5 percent for the month
- NX up nearly 25 percent for the month
- RX posts sales of 9,648 units, up over 5 percent for the month
- LX up almost 46 percent for the month

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