

# Toyota No. 1 Retail Brand in April 2016

May 03, 2016

## [April 2016 Sales Chart](#)

**TORRANCE, Calif. (May 3, 2016)** – Toyota Motor Sales (TMS), U.S.A., Inc., today reported April 2016 sales of 211,125 units, an increase of 3.8 percent from April 2015 on a volume basis. With one more selling day in April 2016 compared to April 2015, sales were flat (zero percent) on a daily selling rate (DSR) basis.

Toyota division posted April 2016 sales of 186,243 units, up 5.0 percent on a volume basis and 1.1 percent on a DSR basis.

"The industry had its strongest April in more than 10 years, possibly a best-ever month." said Bill Fay, Toyota division group vice president and general manager. "Toyota division enjoyed its sixth consecutive month of best-ever light truck sales, helped by record Highlander, RAV4 and 4Runner sales."

Lexus posted sales of 24,882 units, down 3.8 percent on a volume basis and 7.4 percent on a DSR basis.

"Not surprisingly, the industry's strong sales results in April are powered by consumer demand for luxury utility vehicles, said Jeff Bracken Lexus group vice president and general manager. "On the heels of four consecutive best-ever sales months for Lexus' LUV and crossover models, we feel confident that our range of models, especially the RX and NX, are very well positioned to meet the shifting consumer demand in the luxury market."

### **April 2016 Highlights:**

- Camry posts sales of more than 34,000 units
- Corolla posts sales of 32,111 units
- Toyota division posts record April for light truck sales; up almost 13 percent for the month
- RAV4 sales rose 31.6 percent; a best-ever April
- Highlander up 9.3 percent; a best-ever April
- 4Runner up more than 36 percent; a best-ever April
- Sequoia and Land Cruiser up 18 percent and 78 percent respectively
- Tacoma up almost 16 percent for the month
- Lexus luxury utility vehicles up more than percent for the month
- NX up 11.5 percent for the month
- RX posts sales of 8,767 units, up nearly 29 percent for the month
- LX up nearly 64 percent for the month

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