

Toyota Motor Sales Posts January 2016 Results

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[January 2016 Sales Chart](#)

TORRANCE, Calif. (Feb. 2, 2016) – Toyota Motor Sales (TMS), U.S.A., Inc. today reported January 2016 sales. With two fewer selling days in January of 2016, sales were up 3.3 percent on a daily selling rate (DSR) basis. Total sales volume for January was 161,283 units, a decrease of 4.7 percent from January 2015 on a volume basis.

Toyota division January 2016 sales were up 4.1 percent on a DSR basis with sales of 140,350 units, down 3.9 percent in volume.

“The industry is off to a healthy start in 2016,” said Bill Fay, group vice president and general manager for the Toyota division. “For Toyota Division, RAV4 led the way with a record January and pick-up truck sales continued to rise, setting a new January Toyota division light truck record.”

Lexus reported January 2016 sales of 20,933 units, a decrease of 9.5 percent on a volume basis.

“The appetite for crossovers and SUVs in the luxury market has continued to drive customers to Lexus,” commented Jeff Bracken, Lexus group vice president and general manager. “In January, our new vehicle sales were propelled by the all-new RX crossover and the NX, which continue to exceed sales forecasts.”

January 2016 Highlights:

- Combined TMS light truck sales of 84,841, up 4.4 percent
- RAV4 posts best-ever January with sales of 21,554 units; up 8.7 percent
- Highlander reports best January sales since 2008 of 11,258 vehicles
- 4Runner and Sienna up 7.9 and 23 percent respectively
- Tacoma is up 11.5 percent
- Camry sales up year-over-year
- NX up 11.4 percent
- RX up 5.9 percent at 6,956 units
- LX up 99.7 percent

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