[Updated] Toyota Division Remains Retail Sales Leader in Third Quarter

October 01, 2015

September 2015 Sales Chart
September 2015 Sales Conference Call (audio clip)

TORRANCE, Calif. (Oct. 1, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported September 2015 sales of 194,399 units, an increase of 16.2 percent from September 2014 on a volume basis. With one more selling day in September 2015 than in September 2014, sales were up 11.6 percent on a daily selling rate (DSR) basis.

Toyota Division posted September 2015 sales of 169,105 units, up 16.3 percent on a volume and 11.6 percent on a DSR basis.

"Auto industry sales continue to accelerate at a strong pace," said Bill Fay, Toyota Division group vice president and general manager. "Toyota Division sales were up over 16 percent in September, led by best-ever sales of RAV4 and Highlander."

Lexus reported September 2015 sales of 25,294 units, up 15.8 percent from September 2014 on a volume basis and 11.1 percent on a DSR basis.

"Lexus' robust sales performance continues to be driven by our luxury utility vehicles. The outgoing RX maintained its segment dominance while the GX enjoyed another solid month," said Jeff Bracken group vice president and general manager of the Lexus division. "With this momentum and the arrival of new models like the 2016 RX, RC200t, IS200t and GS200t, Lexus is well positioned to finish the fourth quarter strong."

September 2015 Highlights:

- TCUV sales post best-ever third quarter
- Total Toyota passenger car up over 19 percent
- Corolla up 29.7 percent with sales of 26,636 units
- Camry up 21 percent for the month
- Prius up almost 13 percent
- Scion iM and iA post combined sales of 3,388 units
- Total TMS light trucks up 13.2 percent
- Highlander up almost 17 percent; posts best-ever sales
- 4Runner up 32.6 percent
- RAV4 up over 19 percent
- Sequoia up 34.6 percent
- Tacoma and Tundra post combined sales of 19,652 units
- Lexus luxury utility vehicles up 36.4 percent
- All-new NX posts sales of 3,113 units
- All-new RC posts sales of 1,159 units
- GX up 2.6 percent; posts sales of 1,611 units
- RX up 4.1 percent

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