Toyota Exceeds Expectations by Topping 200,000 Sales in October

November 03, 2015

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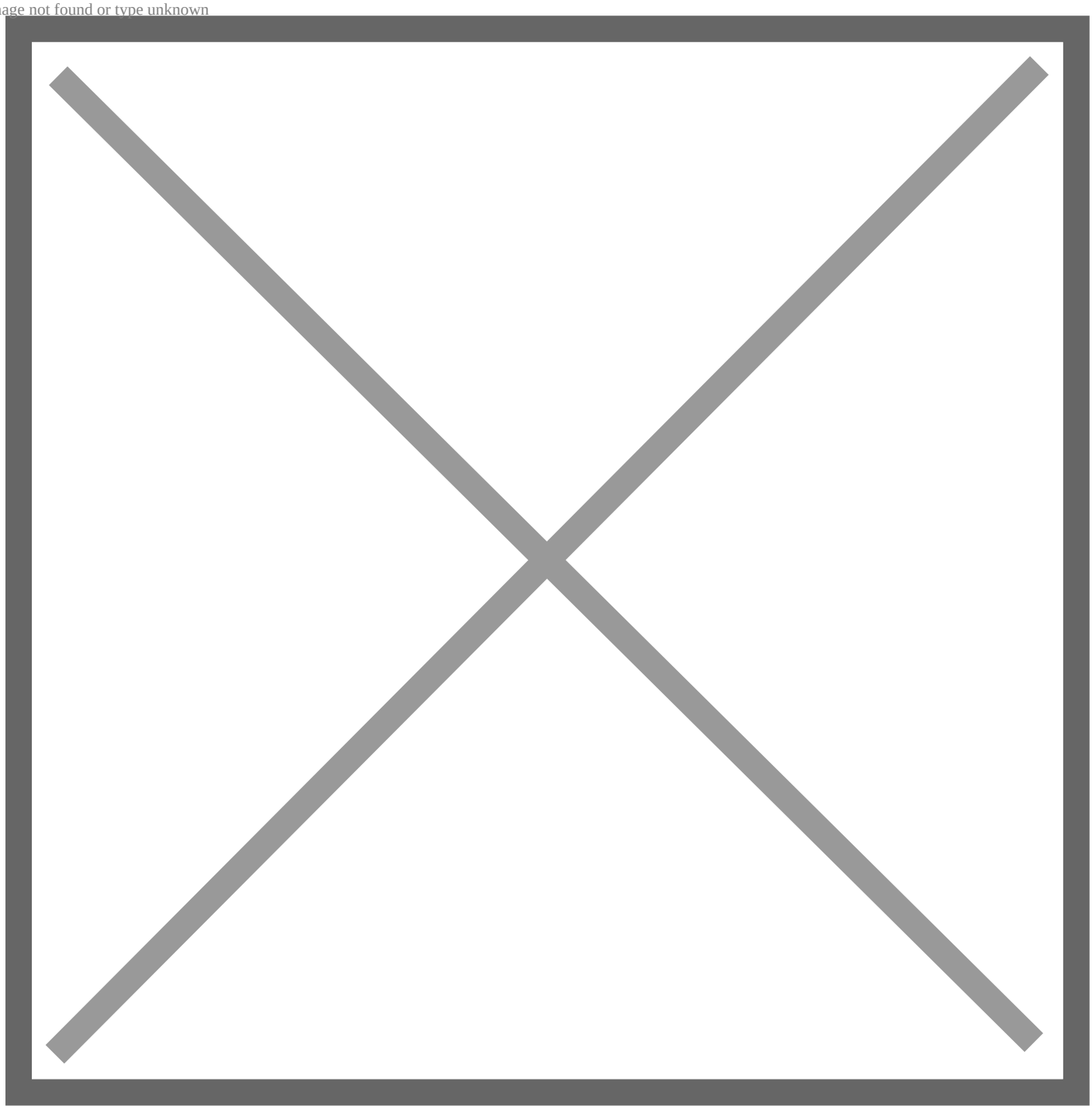

October 2015 Sales Chart

TORRANCE, Calif. (November 3, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported October 2015 sales of 204,045 units, an increase of 13 percent on a volume basis. With one more selling day in October 2015 than in October 2014, sales were up 9.0 percent on a daily selling rate (DSR) basis.

Toyota Division posted October 2015 sales of 177,609 units, up 13 percent on a volume and 8.9 percent on a DSR basis.

“October was a huge month for the industry, smashing expectations and continuing its hot streak,” said Bill Fay, group vice president and general manager for the Toyota Division. “Toyota Division posted best-ever sales for the month led by October record-breaking sales of Highlander and RAV4.”

Lexus reported October 2015 sales of 26,436 units, up 13.2 percent from October 2014 on a volume basis and 9.1 percent on a DSR basis.

“We continue to see strong sales for our luxury utility vehicles as evident by a solid month posted by NX and GX. The LS flagship luxury sedan and RC F coupe also posted gains that helped propel us to a best-ever October,” said Jeff Bracken, group vice president and general manager, Lexus Division. “We are most excited about the arrival of the all-new RX as it hits showrooms today. We expect this new model to continue energizing the brand as we close the year.”

October 2015 Highlights:

- Corolla posted sales of 27,951 units, up 12 percent
- Camry October up nearly 5 percent
- Prius up 12.5 percent
- Mirai went on sale in October; posted sales of 34 units
- Scion iA and iM posted combined sales of 3,385 units
- Total TMS light trucks posted sales of 101,907 units, up almost 19 percent
- Highlander up 10 percent, a best-ever October
- 4Runner up over 36 percent
- RAV4 up 31.3 percent, a best-ever October
- Sequoia posted sales of 1,303 units, up 43 percent
- Tacoma up more than 17 percent
- All-new RC posted sales of 1,333 units
- Lexus luxury utility vehicles up 33.9 percent
- NX posted sales of 3,399 units
- GX up nearly 15 percent

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