

Toyota Posts 12.4 Percent Increase in November 2015

December 01, 2015

[November 2015 Sales Chart](#)

TORRANCE, Calif. (Dec. 1, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported November 2015 sales up 12.4 percent on a daily selling rate (DSR) basis, with sales of 189,517 units. On a raw volume basis, with two less selling days in November 2015 than in November 2014, sales were up 3.4 percent.

Toyota Division posted November 2015 sales up 11.7 percent on a DSR basis with sales of 160,177 units, up 2.8 percent on a volume basis.

"The auto industry is on-track to exceed 2015 expectations," said Bill Fay, group vice president and general manager for the Toyota Division. "With the best Black Friday weekend in eight years, Toyota's record sales of RAV4 and Light Trucks overall contributed to double-digit growth in November."

Lexus reported November 2015 sales up 16.1 percent on a DSR basis with sales of 29,340 units, up 6.8 percent on a volume basis.

"Lexus had its best November sales in the brand's history with record performances in sales, parts, service, customer care and vehicle quality," said Jeff Bracken, group vice president and general manager, Lexus Division. "Considering the industry momentum and the strong early sales pace of the 2016 RX, Lexus is well positioned to post its best-ever calendar year sales."

November 2015 Highlights:

- Camry posted sales of 30,945 units, up 7.3 percent
- All-new Scion iA and iM posted combined sales of 2,876 units
- Total Toyota Division light trucks up 5.5 percent; a best-ever November
- Highlander posted sales of 12,741 units
- 4Runner up 5.6 percent
- RAV4 up almost 30 percent; a best-ever November
- Tacoma posted sales of 13,465 units, up 3.4 percent
- RC up 45.7 percent
- Lexus luxury utility vehicles up over 37 percent
- NX posted sales of 3,284 units

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