

Toyota Reports August Sales of 224,381 Units

September 01, 2015

[August Sales Chart](#)

TORRANCE, Calif. (Sept. 1, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported August 2015 sales of 224,381 units, a decrease of 8.8 percent from August 2014 on a volume basis. With one less selling day in August 2015 than in August 2014, sales were down 5.3 percent on a daily selling rate (DSR) basis.

Toyota Division posted August 2015 sales of 190,894 units, down 10.5 percent on a volume and 7.1 percent on a DSR basis.

"Consumer confidence is at its highest level since January, despite predicted slower August industry sales," said Bill Fay, Toyota Division group vice president and general manager. "For the Toyota Division, Tacoma and Highlander had their best sales month since 2003. In September, we are excited for the launch of the all-new Scion iM, iA and the 2016 Tacoma."

Lexus reported August sales of 33,487 units, up 2.1 percent from August 2014 on a volume basis and 6.0 percent on a DSR basis.

"The luxury market continued its hot streak last month," said Jeff Bracken, Lexus group vice president and general manager. "In August, Lexus had a best-ever sales month, led by the all-new NX and RC."

August 2015 Highlights:

- Corolla posted sales of 31,726 units
- Camry August sales were 37,592 units
- Total TMS light trucks posted sales of 93,575 units
- Highlander up more than 16 percent
- 4Runner up over 15 percent
- RAV4 posted sales of 30,534 units
- Sequoia posted sales of 1,048 units
- Combined Tacoma and Tundra pickup sales up 0.4 percent
- Lexus luxury utility vehicles up 15.2 percent
- All-new NX posted sales of 4,448 units
- All-new RC posted sales of 1,337 units
- GX posted sales of 2,221 units

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