Toyota Motor Sales Reports 1.8 Percent April Sales Increase

May 01, 2015

April 2015 Sales Chart
April 2015 Sales Conference Call (Audio Clip)

TORRANCE, Calif. (May 1, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported April 2015 sales of 203,329 units, an increase of 1.8 percent from April 2014 on a volume basis. With the same amount of selling days in April 2015 and April 2014, sales were up 1.8 percent on a daily selling rate (DSR) basis.

Toyota division posted April 2015 sales of 177,453 units, up 0.5 percent on a volume basis and 0.5 percent on a DSR basis.

“Light truck sales have carried the auto industry to its best start in 15 years,” said Bill Fay, Toyota division group vice president and general manager. “The demand for crossover SUVs is off the charts and both the RAV4 and Highlander set April records.”

Lexus posted sales of 25,876 units, up 11.7 percent from April 2014 on a volume basis and 11.7 percent on a DSR basis.

“Lexus is off to its best start ever,” said Jeff Bracken, Lexus group vice president and general manager. “We’re bullish on the industry as we head into the summer selling season and that goes double for the luxury segment.”

April 2015 Highlights:

- Camry is volume leader with sales of 34,066 units
- Corolla up over 10 percent
- Toyota Light trucks up 8 percent
- RAV4 up almost 22 percent; posted sales of 22,914 units
- 4Runner up 18 percent
- Tacoma up 12.9 percent
- Tundra up 4.5 percent, posted sales of 10,681 units
- Lexus luxury utility vehicles up 23.5 percent
- NX posted sales of 3,421 units
- GX up 19 percent

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