

# April 2015 Sales Conference Notes

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# TOYOTA

[April 2015 Sales Conference Call \(Audio Clip\)](#)

**April 2015 Sales Conference Call**  
**Friday, May 1, 2015**

**Toyota Chief Communications Officer Scott Vazin:**

Good day and thank you for joining us to review April sales results for Toyota, Scion and Lexus.

Speaking today will be:

- Bill Fay, Group Vice President and General Manager of the Toyota Division
- And Jeff Bracken, Lexus Group Vice President and General Manager

A recording of the call will be available at [Toyotaneewsroom.com](http://Toyotaneewsroom.com) about one hour after its conclusion and of course our communications team also is available to field any additional questions you may have at (310) 468-5297.

Now I'd like to turn it over to Bill for a look at the April results.

**Toyota Division Group Vice President and General Manager Bill Fay:**

Thank you Scott.

Good morning everyone and thank you for joining us today.

We haven't seen all the numbers yet

- But it looks as if the auto industry will post its best April in 10 years
- With sales of 1,453,000 vehicles
- Up 4.8% from last year
- And continuing the industry's string of 14 straight year-over-year monthly gains...

The Seasonally Adjusted Annual Rate for the month

- Looks to be about 16.4 million
- While the YTD SAAR is at 16.6 million...

We're now a third of the way through 2015

- And the industry is off to its best start since 2001
- The last time the industry sold 17 million vehicles

Light trucks

- Especially compact and mid-size SUVs and cross-overs
- Having been driving the industry all year
- And they did so again in April
- With some analysts predicting light trucks will make up the largest percentage of sales for a month in more than 10 years

That certainly was the case

- For Toyota and Lexus
- As we set new April records for total light truck and SUV sales
  - With RAV4 and Highlander both recording their best Aprils ever

## Total Toyota, Scion and Lexus

- April sales came in at 203,329 vehicles
- Up 2% from last April...
- While year-to-date sales of nearly 780,000
- Are running 8% ahead of last year

## Now for the Toyota Division in April

- We were the #1 retail brand
- With total sales of 177,453
- Up slightly from last year

## RAV4

- Came in at nearly 23,000
- Up 22%
  - from its previous April record set just last year

## Compact SUVs

- Remain the hottest segment in industry
- And as we announced at the New York Auto Show last month
  - We'll be adding to our RAV4 lineup
  - With new hybrid and sporty SE models coming this fall

## The new Highlander record

- 13,763, was up 10%
- Breaking the previous April mark dating back to 2005

## 4Runner also had a big month

- With sales up 18% for the month

## And Tacoma and Tundra

- Combined for sales of more than 26,000
- Up more than 9%

Frankly we could have sold more of *all* those vehicles...

#### In regards to our passenger car lineup

- Camry was the volume leader
- And looks to be the best-selling car in America
- With more than 34,000 sold

#### While Corolla

- Saw sales of nearly 32,000
- Up 10%

#### Looking ahead

- The auto industry remains one of economy's bright spots
- And while there have been some mixed economic signals
- We believe the industry is well-positioned for a very good summer selling season

#### Key indicators continue to show improvement

- As jobless claims are at a 15-year low
- While consumer sentiment announced this morning has risen to its second highest point since 2007...
- Wages and consumer spending are up...
- While housing and interest rates remain all stable

#### As a result

- We've increased our industry forecast for the year to 17 million vehicles...

#### In closing, May will be Toyota Time

- As we stage our second national marketing campaign of the year
- Featuring a combination of low interest rates and excellent lease offers
- Those offers will vary from region to region
- But in much of the country Camry and Prius
  - Will be added to the list of vehicles
  - With available zero percent financing over a 60 month period

Thanks again for joining us today.

Now I'd like turn this over to Jeff Bracken for a look at the Lexus results.

## **Lexus Group Vice President and General Manager Jeff Bracken:**

Thanks Bill and hello everyone.

### Lexus April sales

- 25,876 vehicles
- Were up nearly 12%
- Not only out-performing...the industry and overall luxury segment but pushing Lexus to its best start for a year – ever

### Year-to-date totals

- Are up nearly 17% percent
- And topping the 100,000 mark at the earliest point in our 26 year history

### Both our passenger car

- And luxury utility vehicles posted April gains
  - With car sales rising 2 and a half percent
  - And the LUV lineup up 23 and a half percent

### ES was the passenger car volume leader

- With sales of than 4,700

### With the IS close behind

- at just over 4,000, up 6%

### While the GS also posted a solid gain

- Up 14%
- With sales of more than 1,700

And the CT was up 11%.

### Sales of the new RC and RC-F

- Totaled more than 1,225...
- And it already accounts for 20% of the luxury coupe segment
- As we move into key selling season for those models

### Looking at our luxury utility lineup

- RX was our volume leader again in April
- With sales of more than 6,800
- While the GX also posted a nice gain
  - Up 19% to nearly 2,000 vehicles

### The new NX models

- Continue to outperform expectations
- With sales of 3,400 in April
- More than 15% ahead of our aggressive internal targets at the start of the month

### The other news on NX

- Is that it continues to bring new, younger and mostly male buyers into the Lexus dealerships...

### Finally, Lexus Certified Pre-owned

- Sales were on fire last month
- At nearly 7,000
- And a further indication of the strength of the luxury market

### As Bill mentioned

- We're bullish on the industry as it heads into the summer months
- And that goes double for luxury segment where we expect to maintain our record-setting pace

Thank you for joining us today, and now we'd like to open the call up to any questions you may have.