

Toyota Is No. 1 Retail Brand In May 2015

June 02, 2015

TOYOTA

[May 2015 Sales Chart](#)

TORRANCE, Calif. (June 2, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported May 2015 sales of 242,579 units, a decrease of 0.3 percent from May 2014 on a volume basis. With one less selling day in May 2015 than in May 2014, sales were up 3.6 percent on a daily selling rate (DSR) basis.

Toyota division posted May 2015 sales of 212,908 units, down 1.6 percent on a volume basis and up 2.2 percent on a DSR basis.

"Strong May results boosted the industry to the best sales pace since last summer," said Bill Fay, Toyota Division group vice president and general manager. "Toyota Division light trucks reported a best ever May, helping Toyota to over 200,000 units for the month."

Lexus reported May sales of 29,671 units, up 10.2 percent from May 2014 on a volume basis and 14.5 percent on a DSR basis.

“For the five month period from January to May, Lexus has seen the demand for luxury utility vehicles grow to 48 percent compared to 43 percent of total sales volume during the same period last year,” said Jeff Bracken, Lexus group vice president and general manager. “The momentum provided by strong luxury utility vehicle sales coupled with the growing consumer awareness of our newer models, such as the NX crossover and RC coupe, have us excited for the summer sales season.”

May 2015 Highlights:

- Camry posted sales of nearly 44,000 units
- Corolla posted sales of 36,768 units
- Total Toyota light trucks up 13.4 percent, a May record
- Highlander up 25.2 percent
- RAV4 sales rose 22.8 percent to 28,808
- Combined Tacoma and Tundra pickup sales exceeded 29,000 units, up 15.4 percent
- Lexus luxury utility vehicles set a new May record, up 23 percent
- RX posted sales of 8,000 units
- All-new NX posted sales of 4,014 units
- GX up 11.4 percent with sales of 2,182 units

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