

Toyota Motor Sales Results Up 12.7 Percent in December; 6.2 Percent for 2014

January 05, 2015

[December 2014 Sales Chart](#)

[December 2014 Sales Conference Call \(Audio Clip\)](#)

TORRANCE, Calif. (Jan. 5, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported December 2014 sales of 215,057, an increase of 12.7 percent from December 2013 on a volume basis. With one additional selling day in December of 2014, sales were up 8.4 percent on a daily selling rate (DSR) basis.

For the year TMS reported sales of 2,373,771 vehicles, a 6.2 percent increase.

Toyota Division posted December 2014 sales of 175,178 units, up 12.2 percent. For the year, Toyota Division sales of 2,062,382 were up 5.1 percent.

“The industry finished last year on a high note thanks to a strong economic tailwind,” said Bill Fay, Toyota Division Group Vice President and General Manager. “That momentum should continue in 2015 and combined with continued strong replacement demand, boost sales further.”

Lexus reported all-time, any month record sales in December of 39,879, a 14.7 percent increase. For the year, Lexus sales of 311,389 were up 13.7 percent.

“Setting a best-ever, any month sales record in December was a great way to cap our 25th anniversary year,” said Jeff Bracken, Lexus Group Vice President and General Manager. “Along with an improving economy and expanding luxury market, it sets the stage for what could be a record year for Lexus dealers in 2015.”

December 2014 Highlights:

- Lexus sets best-ever, any month sales record
- Combined TMS light truck sales set December record
- SUVs, RAV4 and Highlander set December records
- 4Runner posts best month of 2014
- Corolla sales top 30,000, up 33.5 percent
- Camry sales of 31,618 up nearly 5.5 percent
- Sienna up 25 percent
- Lexus RX sales of more than 13,500 up 3.5 percent

2014 CY Highlights

- Toyota Division industry’s #1 retail brand
- Camry best-selling car in America for 13th consecutive year
- Corolla best-selling subcompact car
- Avalon best-selling car in premium segment
- TMS SUV sales set new one-year sales record
- RAV4 sets new one-year sales record
- Highlander sets new one-year sales record

- Lexus sales top 300,000 for the first time since 2007
- Lexus IS sets new one-year sales record, up 46.7 percent
- RX top Lexus seller and exceeds 100,000 for second straight year
- Lexus GX sales up 87 percent for the year

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