

Toyota Motor Sales Posts 15.6 Percent Increase in January

February 03, 2015

[January 2015 Sales Chart](#)

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

TORRANCE, Calif. (Feb. 3, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported January 2015 sales of 169,194, an increase of 15.6 percent from January 2014 on a volume basis. With one additional selling day in January 2015, sales were up 11.2 percent on a daily selling rate (DSR) basis.

Toyota division posted January 2015 sales of 146,063 units, up 13.5 percent.

"The year is off to a strong start as the sales momentum we saw in 2014 continued into January," said Bill Fay, Toyota division group vice president and general manager. "Highlander, RAV4 and Corolla all set January records.

"Lexus reported January 2015 sales of 23,131 units, a 31.2 percent increase.

"January was a great way for our dealers to start the year, with their third straight record month and an industry leading 31 percent sales increase," said Jeff Bracken, Lexus group vice president and general manager. "We saw good growth throughout our lineup and received an added boost from the all-new NX luxury compact utility vehicles and RC coupes."

January 2015 Highlights:

- Lexus sets best-ever, any month sales record
- Combined TMS light truck sales set January record
- RAV4 and Highlander set January records
- 4Runner up 75.5 percent
- Tacoma up nearly 16 percent; posts sales of 11,409 units
- Corolla posts best-ever January
- Camry sales of 26,763 units, up nearly 15 percent
- Sienna up 16 percent
- Lexus RX up more than 17 percent

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