# Toyota Motor Sales Posts 13.3 Percent Increase in February

March 03, 2015

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

**TORRANCE, Calif. (March 3, 2015)** – Toyota Motor Sales (TMS), U.S.A., Inc., today reported February 2015 sales of 180,467, an increase of 13.3 percent from February 2014 on a volume basis. With the same amount of selling days in February 2015 and 2014, sales were up 13.3 percent on a daily selling rate (DSR) basis.

Toyota division posted February 2015 sales of 157,472 units, up 12.1 percent.

"The auto industry is off to its best start since 2002 as truck demand continues to rise," said Bill Fay, Toyota division group vice president and general manager. "Toyota light trucks and SUVs, led by RAV4, set a new February record."

Lexus reported February 2015 sales of 22,995 units, a 22 percent increase.

"February marked the fourth straight month of record new vehicle sales and the seventh straight month of best-ever record pre-owned sales for Lexus dealers," said Jeff Bracken, Lexus group vice president and general manager. "Just as importantly, Lexus was recognized during the month as the industry's top-ranked brand by both Consumer Reports and J. D. Power and Associates."

**February 2015 Highlights:**

- RAV4 up over 33 percent; set February record
- 4Runner up 37.7 percent
- Tacoma up 13 percent; posts sales of 12,372 units
- Corolla posts sales of 27,839 units; up 10 percent
- Camry sales of 32,942 units, up more than 13 percent
- Sienna up 48.5 percent
- Lexus RX up more than 14 percent

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