

Toyota Motor Sales Issues September 2014 Sales Preview

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TORRANCE, Calif. (October 1, 2014) – Toyota, Scion and Lexus today reported total September 2014 sales results of 167,279 units, a decrease of 2.5 percent from September 2013 on a daily selling rate (DSR). On a raw-volume basis, unadjusted for 24 selling days in September 2014 versus 23 selling days in September 2013, sales increased 1.7 percent from year-ago month.

“Auto sales remained strong in September and rounded out an excellent third quarter, the best for the industry since 2006,” said Bill Fay, Toyota division group vice president and general manager. “SUVs and crossovers continue to be the industry’s hot spots, and RAV4 and 4Runner both saw double-digits gains.”

For additional sales information, visit twitter.com/Toyota.

Full press release to follow by 10:30 a.m. PDT.