

Toyota Motor Sales Reports 3 Percent November Increase

December 02, 2014

[November 2014 Sales Chart](#)

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

TORRANCE, Calif. (Dec. 2, 2014) – Toyota, Scion and Lexus today reported total November 2014 sales results of 183,346 units, an increase of three percent over November 2013 on an unadjusted volume basis. When adjusted for 25 selling days in November 2014 versus 26 selling days in November 2013, sales increased 7.1 percent over year-ago month.

Toyota division posted November 2014 sales of 155,874 units, up 2.3 percent.

“Auto industry sales during Thanksgiving weekend were even better than expected,” said Bill Fay, Toyota division group vice president and general manager. “Consumer demand for light trucks continues unabated and Toyota dealers set new November sales records for light trucks and SUVs.”

Lexus reported November sales of 27,472 units, a 7.3 percent increase on a raw volume basis year-over-year.

“Lexus set an all-time November sales record thanks in part to the momentum surrounding the arrival of the newest edition to the lineup, the RC coupes,” said Steve Hearne, vice president for sales and dealer development. “As a result, Lexus outpaced the luxury market with strong growth for both passenger cars and utility vehicles.”

Other Highlights:

- Total Light Truck sales up 7.1 percent, year-over-year
 - Toyota 4Runner up more than 53 percent for the month
 - Highlander post record November sales of 13,476, up 16.7 percent
 - Tacoma sales up 3.3
 - RAV4 record November sales of 21,108
 - Lexus RX leads luxury segment, with sales of more than 9,500 units
 - Lexus GX up about 20 percent
- Corolla posts sales of more than 25,000 units, up 14.2 percent
- Camry posts sales of nearly 29,000 units
- Lexus ES is volume leader with sales of 5,884 units
- Lexus IS increased 16 percent
- All-new RC posted sales of 880 units
- Lexus GS sales up 15.5 percent

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