

Toyota Motor Sales Issues July 2014 Sales Preview

August 01, 2014

TOYOTA

TORRANCE, Calif. (August 1, 2014) – Toyota, Scion and Lexus today reported July 2014 sales results of 215,802 units, an increase of 7.3 percent from July 2013 on a daily selling rate (DSR). On a raw-volume basis, unadjusted for 26 selling days in July 2014 versus 25 selling days in July 2013, sales increased 11.6 percent from year-ago month.

“Rising consumer confidence, coupled with momentum in the marketplace, boosted auto sales in July,” said Bill Fay, Toyota division group vice president and general manager. “Led by an all-time record month for RAV4 and double-digit gains for both Camry and Corolla, Toyota was the number one retail brand.”

“Lexus dealers turned in their best July results ever thanks to some hot products, a nationwide marketing program and the strength of the overall luxury market,” said Jeff Bracken, Lexus group vice president and general manager. “Six of the eight Lexus models posted gains for the month.”

Full press release to follow by 10:30am Pacific.

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