

Toyota Motor Sales Issues August 2014 Sales Preview

September 03, 2014

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TORRANCE, Calif. (September 3, 2014) – Toyota, Scion and Lexus today reported total August 2014 sales results of 246,100 units, an increase of 10.2 percent from August 2013 on a daily selling rate (DSR). On a raw-volume basis, unadjusted for 27 selling days in August 2014 versus 28 selling days in August 2013, sales increased 6.3 percent from year-ago month.

“The industry had its best August in over a decade with sales topping 1.5 million vehicles,” said Bill Fay, Toyota division group vice president and general manager. “Boosted by standout SUV sales and a record-shattering month for RAV4, Toyota was the number 1 retail manufacturer in August.”

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

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