

Toyota Posts Best-Ever Sales In August 2014

September 03, 2014

[August 2014 Sales Chart](#)

[August 2014 Sales Conference Call \(audio\)](#)

TORRANCE, Calif. (Sept. 3, 2014) – Toyota, Scion and Lexus today reported total August 2014 sales results of 246,100 units, an increase of 10.2 percent over August 2013 on a daily selling rate (DSR) basis. 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 over year-ago month.

Toyota division posted August 2014 sales of 213,291 units, up 9.6 percent year-over-year on a DSR basis. Volume-wise, Toyota division sales increased 5.7 percent over August 2013.

“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.”

Lexus reported August sales of 32,809 units, a 14.2 percent increase on a DSR basis and a 10.1 percent increase on a raw-volume basis, both year-over-year.

“It was a great market from top to bottom in August,” said Jeff Bracken, Lexus group vice president and general manager. “Lexus had its second straight record-setting month as both passenger cars and luxury utility vehicles posted solid gains.”

Other Highlights:

- Camry posts sales of more than 44,000 units
- All-new Corolla up over 23 percent
- Avalon up nearly 13 percent
- Prius posts sales of nearly 24,000 units
- Toyota SUVs up about 28 percent, posts best month ever
- All-new RAV4 up 51.5 percent, tops the previous best-ever record set just last month
- 4Runner up 67 percent
- All-new Highlander posts sales of 11,489 units
- All-new Tundra up 4 percent for the month
- Tacoma posts sales of over 14,000 units
- All-new Lexus IS increased 20 percent
- Lexus ES posts sales of more than 7,600 units
- Lexus GS up nearly 14 percent
- Lexus luxury utility vehicles up almost 12 percent
- Lexus GX posts triple-digit gains for the tenth month in a row
- Lexus RX about 4 percent

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