

Toyota Motor Sales Issues March 2014 Sales Preview

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TORRANCE, Calif. (April 1, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported March 2014 sales results of 215,348 units, an increase of 8.9 percent from March 2013 on a daily selling rate (DSR). On a raw-volume basis, unadjusted for 26 selling days in March 2014 versus 27 selling days in March 2013, TMS sales increased 4.9 percent from year-ago month.

“Solid March sales pushed first-quarter industry results ahead of last year’s pace despite one of the harshest winters on record,” said Bill Fay, Toyota division group vice president and general manager. “Toyota dealers had their two best sales weekends of the year late in the month, and we’re optimistic that momentum will spring us in into April.”

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