

Toyota Motor Sales Issues April 2014 Sales Preview

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TORRANCE, Calif. (May 1, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported April 2014 sales results of 199,660 units, an increase of 9 percent from April 2013 on a daily selling rate (DSR). On a raw-volume basis, unadjusted for 26 selling days in April 2014 versus 25 selling days in April 2013, TMS sales

increased 13.3 percent from year-ago month.

“Sales momentum from March rolled into April pushing the industry to its best back-to-back monthly sales pace since fall of 2007,” said Bill Fay, Toyota division group vice president and general manager. “For Toyota, truck sales continue to soar. Tundra is a highlight with double-digit gains as comfort, safety and technology of the all-new model remain a strong draw for consumers.”

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