

# April 2014 Sales Conference Notes

May 01, 2014

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**April 2014 Sales Conference Call**  
**Thursday, May 1, 2014**

## [April 2014 Sales Conference Call \(Audio clip\)](#)

Good day and thank you for joining us to review April sales results for Toyota, Scion and Lexus.

Speaking today will be:

- Bill Fay, Group Vice President and General Manager of the Toyota Division
- And Jeff Bracken,

Lexus Group Vice President and General Manager

A recording of the call will be available at [Pressroom.Toyota.com](http://Pressroom.Toyota.com) about one hour after its conclusion and of course our communications team also is available to field any additional questions you may have @ (310) 468-5297.

Now I'd like to turn it over to Bill for a look at TMS and Toyota Division April results.

### **Toyota Division Group Vice President and General Manager Bill Fay:**

Thank you... Hello everyone, and thank you for joining us today.

#### Momentum we saw building in March

- Continued into April
- Industry Sales of 1.4 million vehicles
  - Up 7.6% from last year
  - Best April in eight years (2006)

#### SAAR at 16.1 million

- Second straight month
- An annual sales pace of more than 16 million vehicles
- The first time that's happened since October/November 2007 industry
  
- While we're still working through some inventory challenges
- Caused by the severe winter weather earlier this year
- Industry as a whole...
- Seems to be back on track for a 16 million plus vehicle year

#### For Toyota, Lexus and Scion

- Total sales of 199,660
- Up 13.3% from last year
- Lexus continues on roll
  - Sales up 28%
  - Hear more from Jeff on in a minute

## The Toyota Division had a big month

- Sales of 176,495 vehicles
- Up nearly 12% from last year
- Toyota also the industry's #1 brand in retail sales
- For the fourth consecutive month

## Really big month for...

- Our light truck lineup
- Corolla
- And Camry

## Hopefully you were able to join us at the NY Auto Show

- Where we revealed the new 2015 Camry
- Appreciate the very positive early reaction
- Looking forward to getting it into showrooms this fall

The current model continues to perform well in showrooms

## Camry sales last month

- Totaled 38,000
- Jump of 20%
- Best-selling car in America

## Corolla

- Inventory situation continues to improve
- As a result, sales up 20%
- More than 29,000 vehicles

## On truck side

- Total sales up 15 ½ %
- Tundra, Sienna, 4Runner, Highlander and Land Cruiser
  - All posted double digit gains
- Newest models – 4Runner and Highlander
  - Up 64 and 28 percent respectively
- Five regions had their best April truck months ever
  - (Boston, Chicago, Cincinnati, Kansas City, NY, Portland)

## RAV4

- Volume leader at nearly 19,000 units
- Up 1.6%
- Limited only by inventory levels
- Still best April ever
- Up 25% for the year

#### Combined pickup sales

- Up 13-and-a-half percent
- More than 24,000
- As Tundra was up 26%
- Which makes six straight months of growth since launch of 2014 Tundra model

#### Toyota Division Hybrid Lineup

- Account for more than half of industry's hybrid sales in April
- Saw sales of about 24,000
- With Prius topping 18,000
- And Camry and Avalon hybrid posting gains

#### Toyota Certified Used vehicles

- Sales of nearly 30,000 vehicles
- As used vehicle sales remain strong
- Underlining the strength of the overall market

#### Looking Ahead

- To help keep the momentum going in May
- Launch second national sales program of the year
- Toyota Time
- With excellent lease and financing rates available
- New products and light trucks continue to be hot
- With 4Runner, Highlander and Tundra
- Well positioned to take advantage of the spring market

Now I'd like to turn it over to Jeff Bracken for a look at the Lexus results.

#### **Lexus Group Vice President and General Manager Jeff Bracken:**

Hello everyone.

#### As Bill mentioned

- Lexus had another great month in April
- As did the luxury segment overall

- As shoppers continue to be drawn by new products

### At Lexus

- We out-performed both the industry and the segment
- Sales up 28%
- To 23,165 units

### Six out of eight models posted gains for the month

- Both IS and GX more than doubled last year's results
- Car sales up 30%
- Luxury utility vehicles up 25%

### IS sales of nearly 3,800

- Fifth straight month that sales have more than doubled
- Up 118% for the year

### The ES

- Sales of more than 6,000
- Up 18%
- Biggest increase for ES since last August

### GS

- Was up 21-and-a-half percent
- Has posted double-digit gains every month this year
- Sales up 30% YTD

### Luxury Utility Vehicle lineup also had another good month

- Led by the RX,
  - the best-selling luxury utility vehicle
  - Sales of 8,130
  - Much like the RAV4
  - Continuing to work with low inventory levels
  - Could be selling more if we had them
- Continued strength of new GX
  - Sixth straight month since launch
  - Sales more than doubled
  - 1,600 units
  - Up 135% for the year

### Lexus Certified Pre-owned

- Set new April record
- Dealers continuing to do a great job of retaining our off-lease customers
- And turning those vehicles around into CPO sales

## And Kelly Blue Book

- Named Lexus most trusted luxury brand
- For the second straight year in April
- An honor we take very seriously.

## In closing

- Last month we also unveiled the all-new NX
  - In Beijing and New York
- The first Lexus entry
  - Into the luxury compact crossover segment
- Model lineup will include NX 200t
  - First turbocharged model in the Lexus lineup

## With new models driving the luxury segment

- The NX not only gives us an all-new product
  - But also our first entry into the fast rising
  - Compact crossover segment
- Positioned below the RX
  - The NX will provide an important entry vehicle
  - To the Lexus crossover and luxury utility lineup
- Looking forward to having them in showrooms this fall

Thank you for joining us today, and now we'd like to open the call up to any questions you may have.