

Toyota Motor Sales Issues December 2013 and Year-End Sales Preview

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TORRANCE, Calif. (Jan. 3, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported December 2013 sales results of 190,843 units, an increase of 2.2 percent over December 2012 on a daily selling rate (DSR) basis. On a raw-volume basis, unadjusted for 25 selling days in December 2013 versus 26 selling days in December 2012, TMS sales decreased 1.7 percent from year-ago month.

With the same number of selling days in 2013 and 2012, TMS reported annual sales of 2,236,042 vehicles, up 7.4 percent versus last year on both a DSR and raw-volume basis.

“The auto industry was a consistent bright spot in the economic recovery throughout 2013,” said Bill Fay, Toyota division group vice president and general manager. “We expect the economy will continue to gain strength in 2014, with car sales rising to pre-recession levels.”

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