

Toyota Motor Sales is No. 1 Retail Manufacturer in January 2014

February 03, 2014



[January 2014 Sales Chart](#)

[January 2014 Sales Conference Call \(Audio Clip\)](#)

TORRANCE, Calif. (Feb. 3, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported January 2014 sales results of 146,365 units, a decrease of 7.2 percent from January 2013 on both a daily selling rate (DSR) and raw-volume basis.

Toyota division posted January 2014 sales of 128,728 units, down 9 percent year-over-year on both a DSR and raw-volume basis.

“January was off to a solid start, but weather conditions slowed industry sales in key markets late in the month,” said Bill Fay, Toyota division group vice president and general manager. “For Toyota, we’re pleased with our retail sales and strong truck results, and we expect to see growth back in February.”

Lexus reported January sales of 17,637 units, an 8.8 percent increase on both a DSR and raw-volume basis.

"Our great selling line-up of luxury utility vehicles and another big month from IS combined to give Lexus one of the few nameplate increases for the month of January," said Jeff Bracken, Lexus group vice president and general manager.

Other Highlights:

- All-new Corolla records monthly sales of more than 22,700 units
- TMS hybrids retain more than half of the market
- Toyota division trucks up 6.5 percent
- All-new RAV4 up more than 45 percent; best-ever January
- All-new Highlander up nearly 21 percent
- All-new Tundra up 12.6 percent
- Lexus luxury utility vehicles up about 15 percent
- All-new Lexus IS posts triple-digit gains
- Lexus RX up nearly 4 percent
- Lexus GX up nearly 97 percent
- Lexus LX up more than 7 percent

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

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