

Toyota Motor Sales Issues February 2014 Sales Preview

March 03, 2014

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TORRANCE, Calif. (March 3, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported February 2014 sales results of 159,284 units, a decrease of 4.3 percent from February 2013 on a daily selling rate (DSR) and raw-volume basis.

“February auto sales emerged from a chill in the second half of the month, poising the industry for a strong March,” said Bill Fay, Toyota division group vice president and general manager. “For Toyota, strong truck sales were a highlight this month, with RAV4 and Highlander posting best-ever February results.”

For additional sales information, go to twitter.com/Toyota.

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