

Retail Customers Propel Toyota's February 2014 Sales

March 03, 2014

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[February 2014 Sales Chart](#)

[February 2014 Sales Conference Call \(audio\)](#)

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 both a daily selling rate (DSR) and raw-volume basis.

Toyota division posted February 2014 sales of 140,429 units, down 5.8 percent year-over-year on both a 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.”

Lexus reported February sales of 18,855 units, an 8.7 percent increase on both a DSR and raw-volume basis.

"The luxury segment is off to a good start this year, showing across the board gains," said Jeff Bracken, Lexus group vice president and general manager. "The new IS continues to be one of the hottest cars in any segment, with sales more than doubling for the fourth straight month."

Other Highlights:

- Toyota division is no. 1 retail brand
- Camry posted sales of 29,000 units
- All-new Corolla records sales of more than 25,000 units
- Toyota division trucks up 3.5 percent
- All-new RAV4 up more than 23 percent; best-ever February
- All-new Highlander up nearly 30 percent; best-ever February
- 4Runner up 17 percent
- All-new Tundra up more than 8 percent
- Lexus cars up more than 19 percent
- All-new Lexus IS posts triple-digit gains
- Lexus GS up more than 42 percent
- Lexus RX posts sales of more than 5,600 units
- Lexus GX posts triple digit gains

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