

Increased Showroom Activity Points to Strong March Sales for Toyota

March 25, 2014

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TORRANCE, Calif. (March 25, 2014) – Toyota Motor Sales (TMS), USA, Inc. recorded its best non-holiday sales weekend of the year with sales of nearly 20,000 units. This is a 12 percent volume increase when compared to the same weekend last year (March 22-23, 2013). Additionally, this weekend outsold the three-day Martin Luther King, Jr. holiday weekend in January.

Overall retail sales are running 4 percent above the same period last year (March 1-23, 2013). A 5 percent combined sales increase in the Midwest and Northeast also signals an early spring.

“Traffic at dealerships is picking up nationwide, which will benefit industry sales in March,” said Bill Fay, Toyota division group vice president and general manager. “At Toyota, we see retail strength in pickups and SUVs, and strong momentum for Camry.”

Retail Highlights*:

- Camry up 14 percent
- Light trucks up about 11 percent
- All-new Highlander up almost 24 percent
- All-new RAV4 up 10 percent
- All-new Tundra up about 30 percent

*percentages based on year-over-year comparison (March 1-23, 2013)

Full sales results for March will be announced on **Tuesday, April 1, 2014.**