Toyota Continues to See Growth with Sales-Per-Day Increase in September 2013

October 01, 2013

September 2013 Sales Chart
September 2013 Sales Conference Call (audio)

TORRANCE, Calif. (Oct. 1, 2013)– Toyota Motor Sales (TMS), U.S.A., Inc., today reported September 2013 sales results of 164,457 units, an increase of 4 percent over September 2012 on a daily selling rate (DSR) basis. On a raw-volume basis, unadjusted for 23 selling days in September 2013 versus 25 selling days in September 2012, TMS sales decreased 4.3 percent from year-ago month.

Toyota Division posted September 2013 sales of 144,935 units, up 4 percent year-over-year on a DSR basis. Volume-wise, Toyota division sales decreased 4.3 percent over September 2012.

"September was a solid month for the auto industry despite two fewer selling days," said Bill Fay, Toyota Division group vice president and general manager. "Industry fundamentals are strong as interest rates stay low and consumers remain confident."

Lexus reported September sales of 19,522 units, a 4.1 percent increase on a DSR basis and a 4.2 percent decrease on a raw volume basis, both year-over-year.

"September was another good IS month, along with continued healthy year to date results for RX, ES and LS," said Jeff Bracken, Lexus group vice president and general manager. "Additionally, we anticipate a strong final quarter pace to close out the 2013 calendar year."

Other Highlights:

- All-new Corolla posts sales of 23,251 units
- Camry is best-selling car in America with sales of almost 32,000 units
- All-new Avalon posts triple-digit gains for seventh month in a row
- TMS hybrids retains more than half of the market with sales of nearly 23,500 units
- Prius family records sales of 15,890 units
- All-new RAV4 increases 15.5 percent with a best-ever September
- Sienna up 4.5 percent with sales of more than 9,000 units
- Toyota division pickups post sales of more than 20,000 units
- All-new Lexus IS up more than 42 percent
- Lexus LS up more than 36 percent
- Lexus ES is volume car leader with sales of 4,866 units
- Lexus RX up almost 8 percent with sales of 7,601 units

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