

Toyota Growth is Steady with Nearly 9 Percent Sales Increase in October 2013

November 01, 2013

[October 2013 Sales Chart](#)

[October 2013 Sales Conference Call \(audio clip\)](#)

TORRANCE, Calif. (Nov. 1, 2013) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported October 2013 sales results of 168,976 units, an increase of 4.8 percent over October 2012 on a daily selling rate (DSR) basis. On a raw-volume basis, unadjusted for 27 selling days in October 2013 versus 26 selling days in October 2012, TMS sales increased 8.8 percent from the year-ago month.

Toyota Division posted October 2013 sales of 146,257 units, up 4 percent year-over-year on a DSR basis. Volume-wise, Toyota division sales increased 8 percent over October 2012.

“Consumers showed resiliency in October with steady auto sales despite headwinds caused by the government shutdown,” said Bill Fay, Toyota division group vice president and general manager. “The growth in the auto industry continues to play a leading role in the economic recovery, and Toyota is on track for a strong close to the year.”

Lexus reported October sales of 22,719 units, a 10.2 percent increase on a DSR basis and a 14.5 percent increase on a raw volume basis, both year-over-year.

"Industry growth is being driven by new products, and we have two of the hottest new models on the market today – the new IS and GX SUV," said Jeff Bracken, Lexus group vice president and general manager. "And as we move into November and December, traditionally two excellent months for Lexus, we're poised to close out the year with strong sales."

Other Highlights:

- All-new Corolla posts sales of 23,637 units
- All-new Avalon posts triple-digit gains for eighth month in a row
- Camry posts sales of almost 30,000 units
- TMS hybrids retain more than half of the market with sales of nearly 23,800 units
- Prius family records sales of 15,623 units
- All-new RAV4 increases 60.8 percent with a best-ever October
- Sienna up 10.1 percent with sales of more than 8,500 units
- Toyota division pickups post sales of more than 22,000 units
- All-new Tundra up almost 23 percent
- All-new Lexus IS up more than 68 percent
- Lexus LS up more than 26 percent
- Lexus ES is volume car leader with sales of nearly 6,000 units
- Lexus RX up more than 15 percent with sales of almost 8,000 units

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

