

Toyota Motor Sales No. 1 Retail Manufacturer in November 2013

December 03, 2013

[November 2013 Sales Chart](#)

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

TORRANCE, Calif. (Dec. 3, 2013)— Toyota Motor Sales (TMS), U.S.A., Inc., today reported November 2013 sales results of 178,044 units, an increase of 5.9 percent over November 2012 on a daily selling rate (DSR) basis. On a raw-volume basis, unadjusted for 26 selling days in November 2013 versus 25 selling days in November 2012, TMS sales increased 10.1 percent from year-ago month.

Toyota Division posted November 2013 sales of 152,433 units, up 5.5 percent year-over-year on a DSR basis. Volume-wise, Toyota division sales increased 9.7 percent over November 2012.

"Industry sales in November picked up after Thanksgiving, contributing to the best sales pace of the year," said Bill Fay, Toyota division group vice president and general manager. "Showroom traffic surged over the holiday weekend for Toyota, indicating good momentum that we expect to continue through the end of the year and into 2014."

Lexus reported November sales of 25,611 units, an 8.4 percent increase on a DSR basis and a 12.7 percent increase on a raw volume basis, both year-over-year.

"December is traditionally one of the best sales months of the year for luxury car brands, and we're off to an early start with sales up 35 percent over the Thanksgiving weekend," said Jeff Bracken, Lexus group vice president and general manager. "With great product availability and financing options, Lexus dealers are positioned with the best programs of the year."

Other Highlights:

- Avalon posts triple-digit gains for ninth month in a row
- Camry tops 30,000 units and is segment leader
- All-new Corolla posts sales of 22,434 units
- TMS hybrids retain more than half of the market with sales of more than 24,000 units
- Prius family records sales of 16,129 units
- Highlander up nearly 22 percent with sales of more than 11,500 units
- All-new RAV4 up nearly 57 percent with a best-ever November
- Toyota division trucks up 16 percent with 72,000 units
- All-new Tundra up almost 21 percent topping sales of 10,000 units
- All-new Lexus IS sales doubled to nearly 4,000 units
- Lexus ES is volume car leader with sales of nearly 6,300 units
- Lexus RX posts sales of almost 9,500
- Lexus GX posts best month of the year with sales up 70 percent

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