

Toyota Motor Sales No. 1 Retail Manufacturer in March 2013

April 02, 2013

[March 2013 Sales Chart](#)

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

TORRANCE, Calif. (April 2, 2013) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported March 2013 sales results of 205,342 units, an increase of 4.8 percent on a daily selling rate (DSR) basis. Unadjusted for 27 selling days in March 2013 versus 28 in March 2012, TMS sales were up 1.0 percent over the year-ago month.

For the first quarter, TMS reported sales of 529,444 vehicles, an increase of 10.1 percent over the same period in 2012 on a DSR basis. With 76 selling days in the first quarter of 2013 compared to 77 selling days in the first quarter of 2012, sales were up 8.7 percent on an unadjusted raw volume basis.

“The auto industry continued its string of impressive monthly results, and at Toyota we had our best month since Cash for Clunkers in August of 2009,” said Bob Carter, senior vice president of automotive operations, Toyota Motor Sales, U.S.A., Inc. “A strong first-quarter close and increased consumer confidence continue to position the auto industry as a leader in the economic recovery.”

Toyota Division posted March total sales of 182,152 units, up 3.1 percent year-over-year on a DSR basis. Volume-wise, Toyota Division sales decreased 0.5 percent over March 2012.

Lexus reported March total sales of 23,190 units, up 19.4 percent on a DSR basis and up 15.1 percent by raw volume compared to the same period last year.

“With our strong new products, Lexus’ March sales were up 19 percent, and year-to-date we are now 17 percent ahead of last year’s sales pace,” said Jeff Bracken, Lexus group vice president and general manager. “For me, it’s great to be back at Lexus, and I look forward to partnering with our dealers and associates to continue Lexus’ innovation and success.”

Other Highlights:

- Toyota, Lexus and Scion combined were the No. 1 retail manufacturer
- Toyota was the No. 1 retail nameplate
- Avalon sales of 6,982 units, up 109.9 percent
- Corolla sales of 31,423 units, up 11.1 percent
- Toyota Division truck sales of 75,119 units, up 7.3 percent
- RAV4 was the best-selling truck with sales of nearly 16,500 units
- Tacoma and Tundra up 21.2 and 7.9 percent, respectively
- Sienna sales of 12,062 units, up 17.8 percent
- 4Runner sales of 4,609 units, up 13.4 percent
- Lexus passenger car sales up 13.1 percent
- Lexus LS sales up 71.0 percent, with 980 units sold
- Lexus ES sales of 6,798 units, up 116.4 percent
- Lexus RX sales of 9,072 units, up 28.6 percent
- Total Lexus Hybrid sales of 3,617 units, up 7.4 percent on a DSR basis

*Note: Unless otherwise stated, all figures reflect unadjusted raw sales volume (compared to the year-ago month).