

Toyota Motor Sales Issues April 2013 Sales Preview

May 01, 2013

TORRANCE, Calif. (May 1, 2013) Toyota Motor Sales (TMS), U.S.A., Inc. reported monthly sales of 176,160 units in April 2013, down 1.1 percent on an unadjusted raw volume basis, 5.0 percent on a daily selling rate (DSR) basis.

“From an industry standpoint, continued retail sales growth indicates the underlying strength of the market, which is a great sign for the months ahead, especially with new products, low interest rates and plenty of pent up demand,” said Bill Fay, group vice president and general manager of Toyota Motor Sales, USA, Inc. “Toyota’s two newest models – Avalon and RAV4 – continued to attract customers with double digit gains in April.”

Full press release to follow by 10:30 a.m. Pacific.