

# Toyota Motor Sales Reports December Sales Increase

January 03, 2013

[December 2012 and Year-End Sales Chart](#)

[December 2012 Media Conference Call \(Audio\)](#)

TORRANCE, Calif. (Jan. 3, 2013) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported December 2012 sales of 194,143 units, up 13.2 percent compared to the same period last year on a daily selling rate (DSR) basis. Unadjusted for 26 selling days in December 2012 versus 27 in December 2011, TMS sales were up 9 percent over the year-ago month.

Toyota Division reported December sales of 163,536 units, up 11.2 percent year-over-year on a DSR basis. Volume-wise, Toyota Division sales increased 7 percent over 2011. Lexus Division reported total sales of 30,607 units in December, up 25.4 percent and 20.7 percent on a DSR basis and volume basis, respectively.

With 307 selling days in both 2012 and 2011, TMS reported annual sales of 2,082,504 vehicles, up 26.6 percent over last year. Strong 2012 sales are due largely to the introduction of 19 all-new or substantially redesigned vehicles, the most aggressive new product launch in the company's history.

Toyota Division recorded 2012 sales of 1,838,338 vehicles, increasing 27.1 percent year-over-year. Lexus Division reported annual sales of 244,166 units in 2012, up 23 percent compared to last year. Scion Division reported sales of 73,505 units for the year, an increase of 49.2 percent versus 2011.

“With sales nearly doubling the increase of a healthy industry, Toyota had a breakout year in 2012,” said Jim Lentz, president and chief executive officer, Toyota Motor Sales, U.S.A., Inc. “Last year, we introduced 19 new or updated models, which accounted for about 40 percent of our sales. As we move into 2013 and the market sees continued growth, we expect to outperform the industry once again with another nine product launches on the horizon.”

## **Toyota Division**

Toyota Division passenger cars recorded December sales of 88,818 units, up 10.6 percent over the year-ago month, and annual sales of 1,066,143 units, increasing 33.9 percent year-over-year. Corolla led the way in December with sales of 24,679 units, up 22 percent compared to the same period last year. Camry and Camry Hybrid recorded its best annual sales since 2008, with 404,886 units, up 31.2 percent over 2011.

Notably, Prius Family annual sales of 236,659 units saw a 73.4 percent increase over last year. In December, Prius Family sales increased 22.4 percent over the same month last year with 20,040 units. In its first full month of sales, Toyota's flagship sedan, the all-new 2013 Avalon, posted sales of 5,171 units in December, up 66.3 percent over the year-ago month.

Toyota Division light trucks reported December sales of 74,718 units, up 11.9 percent over the year-ago month, and posted annual sales of 772,195 units, an increase of 18.8 percent year-over-year. RAV4 recorded monthly sales of 14,351 units, up 5.6 percent versus December 2011, and saw a 30 percent annual increase with 171,877

units compared to the previous year. Highlander and Highlander Hybrid reported December sales of 12,191, up 7.5 percent year-over-year, and recorded annual sales of 121,055 units, increasing 19.6 percent over 2011. The Tundra full-size pickup recorded monthly sales of 10,254 units, an increase of 17.8 percent versus the year-ago month, and posted annual sales of 101,621 units, increasing 22.6 percent year-over-year. The Tacoma mid-size pickup monthly sales increased 20 percent year-over-year with 14,030 units, and reported year-end sales of 141,365, up 27.7 percent over last year.

Scion reported December 2012 sales of 5,522 units, an increase of 37.9 percent compared to last year. The recently introduced FR-S sports car led December sales with 1,495 units. Additionally, the xB recorded annual sales of 19,787, an increase of 16.3 percent over 2011.

### **Lexus Division**

Lexus Division passenger cars reported December sales of 16,172 units, up 36.5 percent over the year-ago month. Year-end sales of 132,741 units represent a 31.2 percent increase over 2011. The all-new 2013 ES and first-ever ES 300h entry luxury sedan led Lexus passenger car sales in December with sales of 7,987 units, up 69.9 percent year-over-year, and annually with sales of 56,158 units, up 37.4 percent over 2011. The all-new 2013 GS and GS 450h posted sales of 2,796 units in December 2012, and increased more than 490 percent annually, with sales of 22,160 units. The CT entry luxury hybrid sedan recorded December sales of 1,598 units, and increased 22.9 percent annually with year-end sales of 17,673 units.

Lexus Division luxury utility vehicles reported December sales of 14,435 units, up 14.9 percent over the year-ago month. Annual sales of 111,425 units represent a 14.4 increase compared to 2011. The RX and RX Hybrid led the way with year-end sales of 95,381 units, up 15.5 percent year-over-year.

### **TMS Hybrids**

In December, TMS posted sales of 30,788 hybrids, up 38 percent over the same period last year. TMS hybrid sales in 2012 totaled 327,413 units, up 83.3 percent over 2011.

Toyota Division posted December sales of 25,870 hybrids, up 38.7 percent, and year-end sales of 289,163 hybrids, an increase of more than 90 percent. Lexus Division posted monthly sales of 4,918 hybrids, up 34.1 percent versus December 2011, and 38,250 units for the year, up 35 percent.

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