

Toyota Motor Sales Issues February 2013 Sales Preview

March 01, 2013

TORRANCE, Calif. (March 1, 2013) Toyota Motor Sales (TMS), U.S.A., Inc. reported monthly sales of 166,377 units in February 2013, up 4.3 percent on an unadjusted raw volume basis and 8.7 percent on a daily selling rate (DSR) basis.

“Despite rising gas prices, severe winter storms and concerns about the federal budget, February was a good indication of the overall strength of the market,” said Bill Fay, group vice president and general manager, Toyota Division. “With the most fuel efficient full line of vehicles, Toyota is well positioned and we’re encouraged by very positive consumer reaction to our new Avalon and RAV4.”

Full press release to follow by 10:30am Pacific.