Toyota Motor Sales Reports Increase In September Sales

October 02, 2012

September 2012 Sales Chart

TORRANCE, Calif., (Oct. 2, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported September 2012 sales results of 171,910 units, an increase of 41.5 percent compared to the same period last year on both a daily selling rate (DSR) and a raw volume basis, unadjusted for 25 selling days in both September 2012 and in September 2011.

The Toyota Division posted September total sales of 151,524 units, an increase of 42.3 percent on a DSR basis from September 2011. On a raw volume basis, Toyota Division sales were also up 42.3 percent from the year-ago month.

“The auto industry had another very encouraging month in September,” said Bill Fay, Toyota group vice president and general manager. “Our dealers got off to a great start over Labor Day weekend and that momentum carried through the rest of the month, as Camry continued to stretch its lead as the most popular car in America.”

The Lexus Division reported total sales of 20,386 units in September 2012, up 36.0 percent from September 2011 on both a DSR and raw volume basis compared to the same period last year.

Toyota Division
Toyota Division passenger cars recorded combined monthly sales of 85,642 units, up 47.1 percent from September 2011. Passenger car sales were led by Camry and Camry Hybrid with combined sales of 34,252 units, and Corolla reported September sales of 23,026 units. The Prius family of vehicles posted September sales of 18,932 units.

Toyota Division light trucks recorded September sales of 65,882 units, an increase of 36.6 percent compared to the same month last year. Light truck sales were again led by the RAV4 compact SUV and Tacoma mid-size pickup truck, with monthly sales of 13,796 and 12,176, respectively. Highlander and Highlander Hybrid reported combined monthly sales of 10,927 units, and the Tundra full-size pickup reported sales of 9,338 units.

Scion posted September sales of 6,743 units, up 75.7 percent on a volume and DSR basis over September 2011. The tC sports coupe led the way with sales of 2,186, up 24.8 percent over the year-ago month, while the recently launched FR-S sports car reported sales of 1,133 units. The xD five-door urban subcompact posted September sales of 942 units, and the xB urban utility vehicle posted September sales of 1,799 units. The all-new iQ premium micro-subcompact posted monthly sales of 683 units.

Lexus Division
Lexus reported passenger car sales of 12,020 units, up 35.7 percent from September 2011. The ES 350 entry luxury sedan and the first-ever ES Hybrid led Lexus passenger car sales with sales of 6,553 units, while the IS luxury sports sedan reported sales of 2,248 units. The CT 200h premium hybrid compact posted sales of 1,195 units.

Lexus luxury utility vehicles recorded sales of 8,366 units, up 36.4 percent over September 2011. Lexus light truck sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined September sales of 7,046 units. The GX 460 mid-size luxury utility vehicle reported sales of 948 units, while the LX luxury utility vehicle recorded sales of 372 units.

TMS Hybrids

TMS posted September hybrid vehicle sales of 26,747, an increase of 120.6 percent compared to the same period last year. Toyota Division posted September sales of 23,110 hybrids, while Lexus Division reported sales of 3,637 hybrids for the month.

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