

Toyota Motor Sales Reports Increase In October Sales

November 01, 2012

[October Sales Chart](#)

TORRANCE, Calif., Nov. 1, 2012 – Toyota Motor Sales (TMS), U.S.A., Inc., today reported October 2012 sales results of 155,242 units, an increase of 15.8 percent compared to the same period last year on both a daily selling rate (DSR) and a raw volume basis.

The Toyota Division posted October total sales of 135,392 units, an increase of 16.8 percent on a DSR basis from October 2011. The Lexus Division reported total sales of 19,850 units, up 9.7 percent.

“Our main focus is on those dealing with the after effects of Hurricane Sandy and supporting the recovery efforts,” said Bob Carter, Toyota senior vice president of automotive operations. “Despite the impact of Sandy, October was a solid month for Toyota and the industry, and we look for the market to remain strong in the months ahead.”

Toyota has announced a \$1 million donation to the American Red Cross and other nonprofit organizations to support relief efforts and is taking steps to assist owners affected by the hurricane. Beginning today, Toyota Financial Services (TFS) and Lexus Financial Services will launch a “Customer Outreach” campaign to lease and retail customers who may need to take advantage of payment relief options, including extensions and lease deferred payments, redirecting billing statements, and arranging phone or on-line payments.

In addition, the company will announce a 90-day Deferred First Payment Program designed to assist consumers in the most impacted states with their transportation needs as they work through the recovery process.

Toyota Division

Toyota Division passenger cars recorded combined monthly sales of 77,520 units, up 24.0 percent from October 2011. Car sales were led by Camry and Camry Hybrid with combined sales of 29,926 units. Corolla recorded October sales of 20,949. The Prius family of vehicles posted October sales of 16,774 units.

Toyota Division light trucks recorded October sales of 57,872 units, an increase of 8.3 percent compared to the same month last year. Truck sales were led by the Tacoma mid-size pickup truck and RAV4 compact SUV with monthly sales of 12,191 and 10,936, respectively. Highlander and Highlander Hybrid reported combined monthly sales of 8,909 units, and the Tundra full-size pickup reported sales of 8,086 units.

Scion posted October sales of 5,887 units, up 49 percent over October 2011 largely due to strong sales of the recently introduced FR-S sports car, which posted sales of 1,107 units.

Lexus Division

Lexus reported passenger car sales of 11,647 units, up 15.2 percent from October 2011. The ES 350 entry luxury sedan and the first-ever ES Hybrid led Lexus passenger car sales with combined sales of 5,971 units. The GS mid-size luxury sedan posted sales of 1,521, up 471.8 percent.

Lexus luxury utility vehicles recorded sales of 8,203 units, up 2.8 percent over October 2011. Sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined October sales of 6,928 units.

TMS Hybrids

TMS posted October hybrid vehicle sales of 24,065, an increase of 69.7 percent compared to the same period last year. Toyota Division posted October sales of 20,273 hybrids, while Lexus Division reported sales of 3,792 hybrids for the month.

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

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