

Toyota Motor Sales Outpaces Industry with 17.2 Percent November Sales Increase

December 03, 2012

[November Sales Chart](#)

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

TORRANCE, Calif. (Dec. 3, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported November 2012 sales results of 161,695 units, an increase of 17.2 percent compared to the same period last year on both a daily selling rate (DSR) and a raw volume basis.

The Toyota Division posted November total sales of 138,976 units, an increase of 17.3 percent on a DSR basis from November 2011.

“Replacement of vehicles damaged or destroyed by Hurricane Sandy is partially responsible for strong sales,” said Bill Fay, Toyota Division group vice president and general manager. “However, pent up demand, record low finance rates and exciting new products are also driving demand. Approximately 40 percent of the vehicles we sell this year will be all-new or significantly updated models.”

The Lexus Division recorded November sales of 22,719 units, up 16.8 percent over November 2011 on both a daily selling rate (DSR) and a raw volume basis.

“With nine new or redesigned models available for customers, Lexus posted its best November sales in five years,” said Tim Morrison, Lexus Division vice president of sales. “Our momentum is extremely strong, and we will close out 2012 with a December to Remember.”

Toyota Division

Toyota Division passenger cars recorded combined monthly sales of 76,993 units, up 16.5 percent over November 2011. Camry and Camry Hybrid led car sales with combined sales of 28,765 units. Corolla reported its best November ever with sales of 22,616 units, increasing 40.3 percent. The Prius Family increased 8.5 percent with November sales of 16,505 units.

Toyota Division light trucks recorded November sales of 61,983 units, an increase of 18.3 percent compared to the same month last year. The Tacoma mid-size pickup truck and RAV4 compact SUV led truck sales with monthly sales of 12,272 and 12,423 units, respectively. Tundra full-size pickup reported sales of 8,309 units, up 31.6 percent over the previous November. Highlander, 4Runner and Sienna also all posted double-digit gains over last November.

Scion benefited from the return of younger buyers to the marketplace along with new products, posting November sales of 5,606 units, up 57.8 percent over November 2011. Sales of the recently introduced FR-S remain strong at 1,350 units.

Lexus Division

Lexus reported passenger car sales of 12,460 units, up 18.2 percent over November 2011. The ES 350 entry luxury sedan and the first-ever ES Hybrid led Lexus passenger car sales with combined sales of 6,066 units, increasing 28.2 percent year-over-year. The GS midsize luxury sedan posted sales of 1,826 units, up 786.4 percent

Lexus luxury utility vehicles recorded sales of 10,259 units, up 15 percent over November 2011. The RX and RX Hybrid luxury utility vehicle led sales with combined November sales of 8,871 units, up 17.0 percent over last year.

TMS Hybrids

TMS posted November hybrid vehicle sales of 24,682 an increase of 28.7 percent compared to the same period last year. Toyota Division posted November sales of 20,958 hybrids, while Lexus Division reported sales of 3,724 hybrids for the month.

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