

Toyota Motor Sales Reports 40 Percent Increase in August Sales

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[August 2012 Sales Chart](#)

TORRANCE, Calif. (Sept. 4, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported August 2012 sales results of 188,520 units, an increase of 40.2 percent compared to the same period last year on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 27 selling days in August 2012 compared to 26 selling days in August 2011, TMS sales were up 45.6 percent from the year-ago month.

The Toyota Division posted total August sales of 164,283 units, an increase of 42.0 percent on a DSR basis from August 2011. On a raw volume basis, Toyota Division sales were up 47.5 percent from the year-ago month.

“The auto industry continued to outperform the general economy in August,” said Bill Fay, Toyota group vice president and general manager. “The driving force behind our growth continues to be strong consumer response to the new models we’ve launched over the past twelve months and the added value those vehicles represent.”

The Lexus Division reported total sales of 24,237 units in August 2012, up 28.9 percent from August 2011 on a DSR basis. Volume-wise, Lexus Division sales were up 33.9 percent compared to the same period last year.

“Virtually every Lexus model enjoyed a significant sales increase in August,” said Tim Morrison, Lexus vice president of sales and dealer development. “With a strong Labor Day weekend, and our newly launched products leading the way, the momentum continues into September.”

Toyota Division

Toyota Division passenger cars recorded combined monthly sales of 93,083 units, up 47.2 percent from August 2011. Passenger car sales were led by Camry and Camry Hybrid with combined sales of 36,720 units, and Corolla reported August sales of 24,311 units. The Prius family of vehicles posted August sales of 21,111 units.

Toyota Division light trucks recorded August sales of 71,200 units, an increase of 47.9 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 15,685 and 12,193, respectively. Highlander and Highlander Hybrid reported combined sales of 11,441 units, and the Tundra full-size pickup reported sales of 11,347 units.

Scion posted August sales of 7,722 units, up 111.6 percent on a volume basis over August 2011. The tC sports coupe led the way with sales of 2,378 units, up 113.5 percent, while the newly launched FR-S sports car reported sales of 1,913 units. The xD five-door urban subcompact posted sales of 1,004 units, and the xB urban utility vehicle posted August sales of 1,879 units. The all-new iQ premium micro-subcompact posted monthly sales of 548 units.

Lexus Division

Lexus reported passenger car sales of 14,024 units, up 35.7 percent from August 2011. The ES 350 entry luxury sedan and the first-ever ES Hybrid led Lexus passenger car sales with combined sales of 7,557 units, while the IS luxury sports sedan reported sales of 2,369 units. The CT 200h premium hybrid compact posted sales of 1,472 units.

Lexus luxury utility vehicles recorded sales of 10,213 units, up 31.4 percent over August 2011. Lexus light truck sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined August sales of 8,628 units. The GX 460 mid-size luxury utility vehicle reported sales of 1,071 units, while the LX luxury utility vehicle recorded sales of 514 units.

TMS Hybrids

TMS posted August sales of 28,960 hybrid vehicles, an increase of 110.1 percent compared to the same period last year. Toyota Division posted August sales of 25,400 hybrids, while Lexus Division reported sales of 3,560 hybrids for the month.