

Toyota Sales Increase 11.6 Percent in April 2012

May 01, 2012

[April 2012 Sales Chart](#)

TORRANCE, Calif. (May 1, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported sales of 178,044 units, an increase of 25.5 percent compared to April 2011 on a daily selling rate (DSR) basis. Unadjusted for 24 selling days in April 2012 versus 27 selling days in April 2011, TMS sales were up 11.6 percent over the year-ago month on a raw volume basis.

The Toyota Division posted April total sales of 160,493 units, an increase of 27.2 percent over April 2011 on a DSR basis. Volume-wise, Toyota Division sales were up 13.1 percent over the year-ago month.

"Thanks to continued strong sales of Camry and Prius family, Toyota was America's number one retail brand for the second straight month," said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, U.S.A. "With consumer confidence improving, we expect to see sustained industry growth in the months ahead."

The Lexus Division reported total sales of 17,551 units, up 12.3 percent over April 2011 on a DSR basis. Volume-wise, Lexus Division sales were flat compared to last year.

Toyota Division

Toyota Division passenger cars posted combined sales of 99,450 units, up 44.3 percent over April 2011. Camry and Camry Hybrid led passenger cars with combined monthly sales of 36,820 units, an increase of 36.1 percent year-over-year. The Prius family recorded its best ever April with sales of 25,168 units, increasing 126.9 percent compared to the same period last year. Corolla reported sales of 24,804 units, up 15.2 percent over the year-ago month. Avalon was also up with sales of 2,881 units, a 20.9 percent increase.

Toyota Division light trucks recorded April sales of 61,043 units, an increase of 6.5 percent compared to April 2011. The RAV4 compact SUV led light trucks, posting monthly sales of 15,196 units, up 9.7 percent over last year. Highlander and Highlander Hybrid reported combined sales of 9,352 units, an increase of 18.3 percent over the year-ago month. The 4Runner midsize SUV recorded April sales of 3,783 units, increasing 5.7 percent. The Tacoma mid-size pickup posted sales of 10,901 units, an increase of 16.7 percent over April 2011, and the Tundra full-size pickup reported sales of 7,219 units. The Sienna minivan recorded sales of 9,451 units.

Scion posted April sales of 5,503 units, up 8.4 percent versus April 2011. The tC sports coupe led the way with sales of 2,008 units, and the xB urban utility vehicle recorded April sales of 1,617 units. The all-new iQ premium micro-subcompact posted monthly sales of 962 units, followed by the xD five-door urban subcompact with 916 units.

Lexus Division

Lexus reported passenger car sales of 9,441 units, up 25.6 percent over April 2011. The entry luxury sedan ES led Lexus passenger car sales with sales of 3,000 units. The IS luxury sports sedan recorded April sales of 2,344 units, flat compared to the same period last year. The GS and GS hybrid posted combined sales of 2,006 units, an increase of 486.2 percent over the year-ago month. The CT 200h premium hybrid compact posted sales of 1,620 units, increasing 108.3 percent year-over-year.

Lexus luxury utility vehicles reported sales of 8,110 units, flat versus April 2011. The RX and RX hybrid posted combined monthly sales of 6,842 units, while the LX recorded sales of 517 units, up 92.6 percent over last April.

TMS Hybrids

TMS posted April sales of 32,593 hybrid vehicles, an increase of 124.6 percent compared to the same period last year. Toyota Division posted sales of 30,126 hybrids for the month, up 142.7 percent over the year-ago month. Lexus Division reported monthly sales 2,467 hybrids, increasing 17.6 percent year-over-year.