Toyota Sales Increase Nearly 90 Percent in May 2012

June 01, 2012

May 2012 Sales Chart

TORRANCE, Calif. (June 1, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported sales of 202,973 units, an increase of 72.9 percent compared to May 2011 on a daily selling rate (DSR) basis. Unadjusted for 26 selling days in May 2012 versus 24 selling days in May 2011, TMS sales were up 87.3 percent over the year-ago month on a raw volume basis.

The Toyota Division posted May total sales of 181,510 units, an increase of 74.4 percent over May 2011 on a DSR basis. Volume-wise, Toyota Division sales were up 88.9 percent over the year-ago month.

"We're grateful to our customers who have made Toyota the number one retail brand in America for the third consecutive month," said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, U.S.A. "Our growth has been driven by the success of our new products, led by Camry and Prius family, part of the most aggressive product launch in our history. With the much anticipated Scion FR-S on sale today and the continued recovery of the overall automotive market, we're confident our sales momentum will continue."

The Lexus Division reported total sales of 21,463 units, up 61.0 percent over May 2011 on a DSR basis. Volume-wise, Lexus Division sales were up 74.4 compared to last year.

"With exciting new Lexus products reaching dealerships on a daily basis, inventories are at optimal levels, and we look forward to continued sales growth throughout the rest of the year," said Tim Morrison, Lexus Division vice president of sales and dealer development.

Toyota Division

Toyota Division passenger cars posted combined sales of 104,422 units, up 88.1 percent over May 2011. The all-new Camry and Camry Hybrid led passenger cars with combined monthly sales of 39,571 units, an increase of 94.0 percent year-over-year. Corolla reported sales of 31,847 units, up 73.1 percent over the year-ago month. The Prius family recorded May sales of 21,477 units, increasing 186.3 percent compared to the same period last year.

Toyota Division light trucks recorded May sales of 77,088 units, an increase of 58.7 percent compared to May 2011. The RAV4 compact SUV led light trucks, posting monthly sales of 19,248 units, up 106.0 percent over last year. The Sienna minivan followed with sales of 14,606 units and an increase of 56.4 percent year-over-year. Increasing 87.0 percent over last May, the Highlander and Highlander Hybrid midsize crossover reported combined sales of 11,657 units. The 4Runner midsize SUV also posted a year-over-year increase with sales of 4,421 units, up 26.3 percent. The Tacoma mid-size pickup recorded sales of 12,269 units, up 24.6 percent over May 2011, followed by the Tundra full-size pickup, which increased 87.9 percent year-over-year with sales of 8,765 units.

Scion posted May sales of 6,047 units, up 18.9 percent versus May 2011. The tC sports coupe led the way with sales of 2,190 units, and the xB urban utility vehicle recorded May sales of 1,855 units, up 45.4 percent

compared to the same period last year. The xD five-door urban subcompact posted a year-over-year increase of 10.1 percent with sales of 1,019 units, and the all-new iQ premium micro-subcompact posted monthly sales of 897 units.

Lexus Division

Lexus reported passenger car sales of 9,621 units, up 56.3 percent over May 2011. The ES entry luxury sedan led Lexus passenger car sales with sales of 2,937 units, an increase of 13.0 percent over the year-ago month. The IS luxury sports sedan recorded an increase of 43.0 percent versus last May with sales of 2,656 units. The all-new GS and GS Hybrid sports sedan posted combined sales of 1,996 units, up 502.1 percent over May 2011. The CT 200h premium hybrid compact posted sales of 1,549 units, increasing 214.9 percent year-over-year.

Lexus luxury utility vehicles reported sales of 11,842 units, up 65.0 percent compared to May 2011. The new RX and RX Hybrid luxury utility vehicle posted a year-over-year increase of 68.1 percent with combined monthly sales of 10,647 units, while the new LX luxury utility vehicle recorded sales of 387 units, up 151.6 percent over last May.

TMS Hybrids

TMS posted May sales of 29,069 hybrid vehicles, an increase of 199.2 percent compared to the same period last year. Toyota Division posted sales of 26,440 hybrids for the month, up 218.4 percent over the year-ago month. Lexus Division reported monthly sales 2,629 hybrids, increasing 86.2 percent year-over-year.