Toyota Motor Sales Reports Increase in January 2012 Sales

February 01, 2012

January 2012 Sales Chart

TORRANCE, Calif. (Feb. 1, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc. reported monthly sales results of 124,540 units as momentum from the fourth quarter of last year picked up speed in January. With 24 selling days in January 2011 and 2012, sales increased 7.5 percent over the year-ago month on a daily selling rate (DSR) and unadjusted raw volume basis.

Driven by an increase in sales of the all-new 2012 Camry and Camry hybrid, the Toyota Division posted January sales of 112,266 units, an increase of 9.0 percent compared to the same period last year. The Lexus Division reported sales of 12,274 units, down 4.6 percent from last January.

“This month’s results show that the all-new Camry is a hit, attracting both new and loyal customers with its class-leading performance and value,” said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, U.S.A., Inc. “Our focus on delivering the best new products will continue as we enter the most aggressive launch of new vehicles in Toyota’s history.”

Toyota Division
Toyota Division passenger cars recorded sales of 67,602 units, up 20.1 percent over January 2012. Passenger car sales were led by Camry and Camry Hybrid with combined sales of 28,295 units, an increase of 55.9 percent over the year-ago month. Monthly sales of the Prius family increased 8.7 percent with combined sales of 11,555 units. Avalon recorded monthly sales of 3,219 units, up 79.3 percent. Corolla posted January sales of 17,988 units.

Toyota Division light trucks posted January sales of 44,664 units, a decrease of 4.4 percent year-over-year. The RAV4 compact SUV led light truck with January sales of 9,819 units. The Tacoma mid-size pickup reported an increase of 24.6 percent with sales of 8,898 units, which helped push total Toyota pickup truck sales up 8.9 percent in January. The Tundra full-size pickup posted sales of 5,512 units, and the Highlander and Highlander Hybrid posted combined sales of 6,856 units for the month. The 4Runner mid-size SUV reported sales of 2,919 units.

Scion posted January sales of 3,535 units, an increase of 7.9 percent versus January 2011. The tC sports coupe led the way with sales of 1,309 units, while the xB urban utility vehicle recorded January sales of 1,200 units. The xD reported sales of 652 units, up 4.2 percent over the year-ago month. Currently on sale in specific regions, the iQ premium micro-subcompact posted sales of 374 units.

Lexus Division
Lexus reported passenger car sales of 6,069 units, up 9.1 percent over January 2011. The ES entry luxury sedan led Lexus passenger car sales with sales of 2,410 units, an increase of 8.8 percent. The IS luxury sports sedan reported combined sales of 1,810 units.

Lexus light trucks recorded sales of 6,205 units, a decrease of 15.0 percent compared to the same period last year. The RX luxury utility vehicle led Lexus light truck sales with posted combined monthly sales of 5,038 units. The GX mid-size luxury utility vehicle reported sales of 878 units.

TMS Hybrids

TMS posted January sales of 16,065 hybrid vehicles, an increase of 19.8 percent. Toyota Division posted sales of 14,102 hybrids for the month, up 15.7 percent year-over-year. Lexus Division reported monthly sales of 1,963 hybrids, an increase of 60.2 percent compared to the same period last year.

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