

Toyota Motor Sales Reports Increase in February 2012 Sales [Updated]

March 01, 2012

[February 2012 Sales Chart](#)

February 2012 sales announced March 1, 2012 were higher (+39 units) than originally reported. Here is a corrected news release:

TORRANCE, Calif. (March 1, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc. reported monthly sales results of 159,462 units in February. With 25 selling days in 2012—versus 24 selling days in February 2011—sales increased 7.9 percent over the year-ago month on a daily selling rate basis (DSR) and 12.4 percent on an unadjusted raw volume basis.

Led by sales of the all-new 2012 Camry and Camry Hybrid and the Prius family, the Toyota Division recorded February sales of 142,780 units, an increase of 7.1 percent over a year ago. The Lexus Division reported sales of 16,682 units, up 15.9 percent over last February.

“Fuel economy remains top of mind for consumers, and they’re responding to Toyota’s lineup, which is the most fuel efficient in the industry,” said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, U.S.A., Inc. “Camry sales continue to surge, and Prius, Yaris and Scion all posted double digit gains in February. We expect that high gas prices will continue to be a top purchase consideration for consumers, which bodes well for Toyota’s continued growth in 2012.”

Toyota Division

Toyota Division passenger cars posted sales of 89,338 units, up 15.1 percent over February 2011. Camry and Camry Hybrid led passenger cars with total sales of 34,543 units, an increase of 21.9 percent over the year-ago month. The Prius family increased 46.0 percent with combined sales of 20,593 units. Corolla reported February sales of 22,151 units. Yaris recorded monthly sales of 3,612 units, increasing 78.2 percent over a year ago, and Avalon reported sales of 3,497 units, up 65.7 percent over last year.

Toyota Division light trucks recorded February sales of 53,442 units, a decrease of 4.1 percent year-over-year. The RAV4 compact SUV led light trucks with monthly sales of 12,679 units. Tacoma reported sales of 10,674 units, an increase of 30.1 percent year-over-year. Highlander and Highlander Hybrid posted combined sales of 8,156 units for the month.

Scion posted February sales of 4,942 units, increasing 20.3 percent over a year ago. The tC sports coupe led the way with February sales of 1,649 units, while the xB urban utility vehicle recorded sales of 1,611 units, up 4.9 percent over the year-ago month. The all-new iQ premium micro-subcompact posted sales of 864 units, followed by the xD five-door urban subcompact with 818 units.

Lexus Division

Lexus reported passenger car sales of 9,804 units, up 58.9 percent over February 2011. The ES entry luxury

sedan led Lexus passenger car sales with 2,997 units, an increase of 10.7 percent. The GS and GS hybrid recorded combined sales of 2,397 units, up 559.3 percent over a year ago. The IS luxury sports sedan reported sales of 2,095 units for February. The CT 200h premium hybrid compact posted sales of 1,642 units.

Lexus luxury utility vehicles reported sales of 6,878 units, a decrease of 16.3 percent year-over-year. The RX and RX hybrid posted combined monthly sales of 5,792 units, while the LX recorded sales of 383 units, up 34.7 percent over a year ago.

TMS Hybrids

TMS posted February sales of 27,435 hybrid vehicles, an increase of 60.0 percent. Toyota Division recorded monthly sales of 24,817 hybrids, up 56.3 percent year-over-year. Lexus Division reported sales of 2,618 hybrids, increasing 105.7 percent compared to the same period last year.

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