Toyota Reports September and Third Quarter 2011 Sales

October 03, 2011

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TORRANCE, Calif. (October 3, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported September sales of 121,451 units. With 25 selling days in September 2010 and 2011, sales were down 17.5 percent over the year-ago month on both a daily selling rate (DSR) and unadjusted raw volume basis.

Toyota Division recorded September sales of 106,456 vehicles, a decrease of 18.2 percent from the year-ago month. Lexus Division reported September sales of 14,995 units, a decrease of 11.5 percent from last year. Through the third quarter, TMS reported sales of 1,194,524 vehicles, a decrease of 9.3 percent compared to the same period in 2010 on a DSR and unadjusted raw volume basis.

“In September, production in both North America and Japan returned to normal levels for the first time since the March 11 earthquake and tsunami. Our plants are now working overtime and dealer deliveries will continue to increase through the remainder of 2011. With the 2012 Camry launch off to a great start, the timing couldn’t be better,” said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, USA, Inc. “It’s a tribute to the efficiency of our distribution system and our dealers that we were able to sell more than 121,000 vehicles in September despite 40 percent less availability than last year. That said, the worst is behind us and we expect to exceed year-ago sales levels beginning in October with continued growth throughout the fourth quarter.”

Toyota Division

Toyota Division passenger cars recorded sales of 58,237 units, a decrease of 19.3 percent from last September. The Camry and Camry Hybrid led passenger cars with combined monthly sales of 24,851 units. Corolla recorded sales of 16,147 units, and the Prius mid-size gas-electric hybrid reported sales of 9,325 units.

Toyota Division light trucks posted sales of 48,219 units in September, down 17.0 percent from the same period last year. The Sienna minivan led light trucks with sales of 8,975 units. The RAV4 compact SUV posted sales of 7,649 units, and the 4Runner SUV reported sales of 3,596 units, flat compared to the year-ago month. The Highlander and Highlander Hybrid reported combined sales of 7,544 units, while the Tundra full-size pickup and the Tacoma mid-size pickup posted sales of 6,695 and 8,180 units, respectively.

Scion posted September sales of 3,838 units, up 7.7 percent over September 2010. The tC sports coupe led the way with sales of 1,752 units, an increase of 78.6 percent year-over-year. The xB urban utility vehicle recorded sales of 1,415 units, and the xD reported sales of 671 units for the month.

Lexus Division

Lexus Division reported passenger car sales of 8,860 units, an increase of 8.9 percent over the year-ago month. The ES 350 entry luxury sedan led passenger cars with sales of 3,627 units, while the IS lineup reported combined sales of 2,539 units, up 3.8 percent compared to September 2010. The all-new CT 200h premium hybrid compact posted 1,444 units in its seventh month of sales.

Lexus Division light trucks recorded sales of 6,135 units, down 30.4 percent from September 2010. The RX and RX Hybrid luxury utility vehicles led the segment with combined September sales of 5,003 units, and the GX

460 mid-sized luxury utility vehicle posted sales of 867 units.

TMS Hybrids

TMS posted September sales of 12,123 hybrid vehicles, a decrease of 18.5 percent compared to the same period last year. Toyota Division posted sales of 9,772 hybrids, while Lexus Division reported sales of 2,351 hybrids for the month, an increase of 27.1 percent over September 2010.

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