

Toyota Reports October 2011 Sales

November 01, 2011

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TORRANCE, Calif. (November 1, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported October sales of 134,046 units, a decrease of 4.3 percent from the same period last year on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 26 selling days in October 2011 compared to 27 selling days in October 2010, TMS sales were down 7.8 from the year-ago month.

The Toyota Division posted October total sales of 115,954 units, a decrease of 3.2 percent on a DSR basis from October 2010, and up 4.7 percent from September 2011. On a raw volume basis, Toyota Division sales were down 6.7 percent from the year-ago month. The Lexus Division reported total sales of 18,092 units, a decrease of 10.9 percent on a DSR basis from October 2010, and up 16.0 percent from September 2011. Volume-wise, Lexus Division sales were down 14.2 percent over last October.

Toyota Division

Toyota Division passenger cars recorded sales of 62,541 units, flat compared to October 2010. The Camry and Camry Hybrid led passenger cars with combined monthly sales of 22,043 units. Corolla recorded sales of 16,244 units, and the Prius mid-size gas-electric hybrid reported sales of 11,008 units. The Avalon sedan posted sales of 2,502 units, an increase of 17.7 percent over the year-ago month.

Toyota Division light trucks posted sales of 53,413 units in October, down 6.7 percent from October 2010. The RAV4 compact SUV led light trucks with sales of 10,680 units. The Sienna minivan posted sales of 8,767 units, the Highlander and Highlander Hybrid reported combined sales of 8,026 units, and the 4Runner SUV reported sales of 3,688 units. The Tundra full-size pickup posted sales of 6,496 units, and the Tacoma mid-size pickup saw an increase of 17.0 percent compared the same period last year with monthly sales of 10,172 units.

“The all-new 2012 Camry launch is off to a great start with October sales topping 22,000 and another 35,000 on the way to dealers this month. We’re also pleased the momentum in light truck sales continues, increasing over last month’s levels and improving year-over-year,” said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, U.S.A., Inc. “The all-new 2012 Yaris is now on sale, and in November we will launch the all-new 2012 Camry Hybrid in addition to Prius v, with Scion iQ arriving by year-end. We’re optimistic retail sales will continue to be strong and expect to exceed year-ago sales levels in the fourth quarter.”

Scion posted October sales of 3,952 units, down 18.3 percent from October 2010. The tC sports coupe led the way with sales of 1,927 units, the xB urban utility vehicle recorded sales of 1,397 units, and the xD reported sales of 628 units for the month.

Lexus Division

Lexus Division reported passenger car sales of 10,112 units, a decrease of 2.9 percent from October 2010. The ES entry luxury sedan led passenger cars with sales of 4,300 units, while the IS lineup reported combined sales of 2,640 units. The LS luxury sedan lineup increased 2.5 percent over the year-ago month with sales of 1,186 units. The all-new CT 200h premium hybrid compact posted 1,511 units in its eighth month of sales.

Lexus Division light trucks recorded sales of 7,980 units, down 19.4 percent from October 2010. The RX and RX Hybrid luxury utility vehicles led the segment with combined October sales of 6,691 units, and the GX mid-sized luxury utility vehicle posted sales of 1,023 units.

TMS Hybrids

TMS posted October sales of 14,184 hybrid vehicles, a decrease of 7.4 percent compared to the same period last year. Toyota Division posted sales of 11,580 hybrids, while Lexus Division reported sales of 2,604 hybrids for the month, an increase of 21.2 percent over October 2010.

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