

Toyota Reports May Sales

June 02, 2010

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TORRANCE, Calif. (June 2, 2010) – Toyota Motor Sales (TMS), U.S.A., Inc. today reported May sales of 162,813 vehicles. With equal selling days in May 2009 and 2010, sales were up 6.7 percent over the year-ago month on a daily selling rate and unadjusted raw volume basis.

"Memorial Day weekend kicked off the summer selling season with a bang, resulting in our best-selling weekend of the year," said Don Esmond, senior vice president of automotive operations for Toyota Motor Sales, U.S.A., Inc. "As Toyota maintains its leadership position as the number one retail brand in the industry for the third consecutive month, we look forward to building this momentum as we work hard to exceed our customers' expectations for quality, safety, reliability and service."

The Toyota Division posted May sales of 140,597 units, an increase of 3.6 percent over the same period last year. The Lexus Division reported May sales of 22,216 units, an increase of 31.3 percent over the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 86,464 units, a decrease of 1.9 percent from last May. Passenger car sales were led by Camry and Camry Hybrid which posted combined May sales of 29,295 units. Corolla recorded sales of 26,953 units, up 14.3 percent over the year-ago month. The Prius mid-size gas-electric hybrid reported sales of 14,248 units for the month, up 41.2 percent over May 2009. The new Avalon sedan posted monthly sales of 3,029 units.

Toyota Division light trucks posted sales of 54,133 units in May, up 14 percent over May 2009. Light truck sales were led by the RAV4 compact SUV, which recorded monthly sales of 13,102 units, up 2.9 percent over the same period last year. Highlander and Highlander Hybrid posted combined sales of 6,691 units for the month. The Tundra full-size pickup recorded sales of 8,491 units, up 32.4 percent over the same period last year. The Tacoma mid-size pickup posted sales of 8,630 units for the month. The all-new Sienna minivan reported sales of 10,666, up 49.7 percent over May 2009.

Scion posted May sales of 4,112 units. The xB urban utility vehicle led the way with sales of 1,879 units. The tC sports coupe posted May sales of 1,318 units. The xD reported sales of 915 units for the month.

Lexus Division

Lexus reported passenger car sales of 11,471 units, up 35.3 percent over the year-ago month. Lexus passenger car sales were led by the ES entry luxury sedan which posted sales of 5,115 units, up 24 percent over last May. The IS entry luxury sports sedan reported combined sales of 3,247 units, up 11.5 percent over the same period last year. The HS 250h entry luxury hybrid sedan recorded May sales of 1,360 units.

Lexus light trucks recorded sales of 10,745 units, up 27.2 percent over last May. Lexus Division sales were led by the RX 350 and RX 450h, which reported combined May sales of 9,116 units, up 22.2 percent over the year-ago month. With May sales of 1,413 units, GX luxury SUV posted a gain of 111.5 percent over the same period last year.

TMS Hybrids

TMS posted May sales of 19,110 hybrid vehicles, up 28.7 percent over May 2009. Toyota Division posted sales of 16,346 hybrids for the month. Lexus Division reported sales 2,764 hybrids in May.

There were 26 selling days this month and last May.

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