

# Toyota Reports December and 2010 Sales

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TORRANCE, Calif. (Jan. 4, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported December sales results of 177,488 units, a decrease of 2.0 percent from the same period last year, on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 27 selling days in December 2010, compared to 28 selling days in December 2009, TMS sales were down 5.5 percent for the month, compared to the same period last year.

Toyota Division reported December sales of 149,928 units, down 2.4 percent from December 2009. Lexus Division reported December sales of 27,560 units, flat compared to the year-ago month.

For the year, TMS reported annual sales of 1,763,595 vehicles, flat from the same period in 2009, on a DSR basis. With 308 selling days in 2009 and 306 selling days in 2010, annual sales were flat on an unadjusted raw volume basis.

Toyota Division recorded year-end sales of 1,534,266 vehicles, flat from the prior year. Lexus reported sales of 229,329 units in 2010, up 6.9 percent over 2009. Scion Division reported sales of 45,678 units for the year.

“Thanks to our customers’ enduring confidence in the quality and reliability of our vehicles, Toyota remained the best-selling retail brand for the third consecutive year, Camry was again the best-selling car in America for the ninth straight year and Lexus retained its place as the best-selling luxury brand for the eleventh year in a row,” said Don Esmond, senior vice president of automotive operations, Toyota Motor Sales, U.S.A. “We are truly grateful for the strong loyalty our customers showed the Toyota brand in 2010, and we look forward to a successful year in 2011.”

## **Toyota Division**

Toyota Division passenger cars recorded December sales of 82,985 units, down 12.3 percent from the year-ago month, with year-end sales of 896,279 units, down 9.5 percent from last year. For the year, passenger car sales were led by Camry and Camry Hybrid, which posted combined annual sales of 327,804 units. Corolla recorded 2010 sales of 266,082 units. The Prius mid-size gas-electric hybrid posted best-ever December sales of 15,639 units, up 37.7 percent over December 2009, with year-end sales of 140,928 units. Avalon reported sales of 28,390 units for the year, up 6.1 percent over 2009.

Toyota Division light trucks reported December sales of 66,943 units, up 13.5 percent over December 2009, with year-end sales of 637,987 units, also up 15.1 percent from 2009. For the year, light truck sales were led by the RAV4 compact SUV with year-end sales of 170,877 units, up 15.4 percent from the same period last year. Highlander and Highlander Hybrid posted combined annual sales of 92,121 units. The Tundra full-size pickup recorded year-end sales of 93,309 units. The Tacoma mid-size pickup reported sales of 106,198 units for the year. Sienna recorded year-end sales of 98,337 units, up 17.7 percent.

Scion reported December sales of 3,956 units. For the year the Scion xB urban utility vehicle recorded sales of 20,364 units. The tC sports coupe reported annual sales of 15,204 units. The xD posted sales of 10,110 units for the year.

## **Lexus Division**

Lexus Division passenger cars reported December sales of 12,678 units, down 17.1 percent from December 2009, with year-end sales of 113,106 units, up 1.0 percent from 2009. For the year, Lexus passenger car sales were led by the ES entry luxury sedan with year-end sales of 48,652 units, up 1.0 percent. The IS entry luxury sport sedan recorded combined annual sales of 34,129 units. The HS entry luxury hybrid sedan recorded sales of 10,663 units for the year, up 60.2 percent.

Lexus Division light trucks reported December sales of 14,882 units, up 21.5 percent over the year-ago month, and year-end sales of 116,223 units, up 13.3 percent over last year. Lexus sales were led by the RX luxury utility vehicle in 2010, which posted combined year-end sales of 95,790 units, up 3.3 percent over the prior year. The GX recorded sales of 16,450 units, up 165.6 percent over 2009.

## **TMS Hybrids**

In December, TMS posted sales of 20,522 hybrid vehicles, up 18.5 percent over December 2009. TMS calendar-year-to-date hybrid sales totaled 189,147 units.

Toyota Division posted December sales of 17,819 hybrids, up 29.1 percent, and year-end sales of 162,931 units. Lexus Division posted sales of 2,703 hybrids for the month and 26,219 units for the year, up 20.5 percent.

\*Unless otherwise noted, all percent change figures are reported on a daily selling rate basis.

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<http://toyotanewsroom.com>

<http://lexusnewsroom.com>

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