

November 2010 Sales Chart

December 01, 2010

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TORRANCE, Calif. (December 1, 2010) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported November sales of 129,317 units, a decrease of 7.3 percent from the same period last year, on a daily selling rate basis (DSR). On a raw volume basis, unadjusted for 24 selling days in November 2010, compared to 23 selling days in November 2009, TMS sales were down 3.2 percent compared to the same period last year.

Toyota Division recorded sales of 111,077 vehicles, a decrease of 7.6 percent from the year-ago month, on a DSR basis. On a raw volume basis, Toyota Division sales were down 3.6 percent from last November. Lexus Division reported sales of 18,240 units for the month, down 5.5 percent from November 2009, on a DSR basis. Volume-wise, Lexus Division sales were down 1.4 percent compared to the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 58,701 units, a decrease of 21.5 percent from last November. Toyota sales were led by Camry and Camry Hybrid, which posted combined monthly sales of 20,737 units. Corolla recorded sales of 16,202 units for the month. The Prius mid-size gas-electric hybrid reported sales of 10,224 units, up 1.9 percent over the year-ago month. Avalon posted sales of 2,186 units, up 7.8 percent over November 2009.

Toyota Division light trucks posted sales of 52,376 units in November, up 15.2 percent over the same period last year. Light truck sales were led by the RAV4 compact SUV, which recorded monthly sales of 12,306 units, up 2.4 percent over November 2009. Highlander and Highlander Hybrid posted combined sales of 9,156 units, up 41.2 percent over the year-ago month. 4Runner posted sales of 4,062 units for the month, up 130.5 percent over November 2009. The Tundra full-size pickup posted sales of 7,464 units, up 12.1 percent over last November. The Tacoma mid-size pickup recorded sales of 8,616 units, up 8.2 over the year-ago month. The Sienna minivan reported sales of 8,125, up 4.0 percent over the same period last year.

Scion posted November sales of 3,834 units. The all-new, redesigned tC sports coupe led the way with sales of 1,619 units, up 79.2 percent over last November. The xB posted November sales of 1,405 units. The xD reported sales of 810 units for the month.

Lexus Division

Lexus reported passenger car sales of 9,188 units, down 12.4 percent from the year-ago month. Lexus passenger car sales were led by the ES entry luxury sedan, which posted sales of 4,070 units. The IS line-up reported combined sales of 2,557 units. The LS and LS hybrid recorded a combined sales of 1,270 units, up 15.1 percent over last November.

Lexus light trucks recorded sales of 9,052 units, up 2.7 percent over last November. Lexus Division sales were led by the RX 350 and RX 450h, which reported combined November sales of 7,235 units, down 12.5 percent from the year-ago month. With November sales of 1,376 units, GX mid-size luxury utility vehicle posted a gain of 530 percent over the same period last year.

TMS Hybrids

TMS posted November hybrid sales of 14,041, down 7.0 percent from the year-ago month. Toyota Division posted sales of 11,929 hybrids for the month. Lexus Division reported sales of 2,112 hybrids in November.

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

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