

Toyota Reports October Sales

November 03, 2009

TOYOTA REPORTS OCTOBER SALES

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TORRANCE, Calif. (November 3, 2009) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported October sales of 152,165 vehicles, a decrease of 3.5 percent from last October, on a daily selling rate basis.

The Toyota Division posted October sales of 132,663 units, a decrease of 5.8 percent from the same period last year. The Lexus Division reported October sales of 19,502 units, an increase of 15.5 percent over the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 85,169 units, a decrease of 3.3 percent from last October. Passenger car sales were led by Camry and Camry Hybrid, which posted combined October sales of 30,136 units. The Prius mid-size gas-electric hybrid posted October sales of 13,496 units, up 10.3 percent over the year-ago month. Corolla recorded sales of 25,717 units. Venza reported sales of 5,035 units for the month.

Toyota Division light trucks posted sales of 47,494 units, down 10.0 percent from the year-ago month. Light truck sales were led by the RAV4 compact SUV with October sales of 13,971 units, up 10.2 percent over the same time last year. Highlander and Highlander Hybrid posted combined sales of 5,979 units for the month. The Tacoma mid-size pickup reported sales of 8,921 units in October. The Tundra full-size pickup recorded sales of 7,537 units for the month, up 13.1 percent over last October. Sienna recorded October sales of 8,249 units.

Scion posted October sales of 3,862 units. The xB urban utility vehicle led the way with sales of 1,782 units. The tC sports coupe posted October sales of 1,057 units. The xD reported sales of 1,023 units for the month.

Lexus Division

Lexus passenger cars reported October sales of 10,441 units, up 7.9 percent from the year-ago month. Passenger car sales were led by the ES entry luxury sedan, with sales of 4,413 units, up 2.8 percent over last October. The IS entry luxury sport line posted combined October sales of 3,162 units, up 10 percent over the same period last year.

Lexus Division light trucks reported October sales of 9,061 units, up 25.7 percent over the same period last year. Lexus sales were led by the RX luxury utility vehicle which posted combined October sales of 8,316 units, up 54.8 percent over the year-ago month. The RX 450h hybrid luxury utility vehicle reported sales of 1,567 units for the month, up 145.7 percent over last October.

TMS Hybrids

TMS posted October sales of 18,757 hybrid vehicles, up 10.9 percent over the same period last year. Toyota Division posted sales of 15,603 hybrids for the month. Lexus Division posted October sales of 3,154 hybrids.

There were 28 selling days this month, compared to 27 selling days last October.

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