

Toyota Reports July Sales

August 03, 2009

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TORRANCE, Calif. (August 3, 2009) – Toyota Motor Sales, U.S.A., Inc., today reported that July vehicle sales hit a new monthly high for the year and jumped 27.7 percent compared to June 2009. Sales of 174,872 vehicles trailed year ago levels and were down 11.4 percent from last July, on a daily selling rate basis. The CARS program generated significant incremental sales for TMS this month.

“Beyond the tangible economic stimulus, the positive environmental benefits of the CARS program is clear to see,” said TMS President Jim Lentz. “The program is achieving its goal of increasing fuel efficiency. CARS-related Toyota sales, over the seven days alone, will save customers an estimated 8 million gallons of gas and 20 million dollars in gas spending over the next year.”

The Toyota Division posted July sales of 156,355 units, a decrease of 10.8 percent from the same period last year. The Lexus Division reported July sales of 18,517 units, a decrease of 16.5 percent from the year-ago month.

Toyota Division

Toyota Division passenger cars recorded July sales of 102,665 units, down 10.6 percent from the same period last year. Camry and Camry Hybrid remained Toyota’s volume leader in July, posting combined monthly sales of 33,974 units. The all-new redesigned Prius mid-size gas-electric hybrid posted best-ever July sales of 19,173 units, up 29.7 percent from the year-ago month. Corolla recorded sales of 29,593 units. Yaris reported sales of 5,483 units for the month.

Toyota Division light trucks posted July sales of 53,690 units, down 11.1 percent from the year-ago month. Light truck sales were led by the RAV4 compact SUV with best-ever July sales of 15,912 units, up 32.5 percent over the same period last year. Highlander and Highlander Hybrid posted combined sales of 9,407 units, up 39.1 percent over July 2008. The Tacoma mid-size pickup reported sales of 12,552 units for the month, up 7.6 percent over July 2008. The Tundra full-size pickup recorded July sales of 6,313 units.

Scion posted July sales of 6,754 units. The xB urban utility vehicle led the way with sales of 2,838 units. The tC sports coupe recorded sales of 1,939 units. The xD reported sales of 1,976 units for the month.

Lexus Division

Lexus passenger cars reported July sales of 9,904 units, a decrease of 25.1 percent from July 2008. Passenger car sales were led by the ES entry luxury sedan with July sales of 4,393 units. The IS entry luxury sport sedan posted combined sales of 4,029 units. The LS flagship luxury sedan recorded combined sales of 874 units. The GS luxury sport sedan reported combined July sales of 551 units.

Lexus Division light trucks recorded July sales of 8,613 units, down 3.9 percent from the year-ago month. Lexus sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined July sales of 7,811 units, up 10.0 percent over last July.

TMS Hybrids

TMS posted July sales of 24,295 hybrid vehicles, up 19.3 percent from the same period last year. Toyota Division recorded sales of 22,853 hybrids for the month. Lexus Division reported July sales of 1,442 hybrids.

There were 26 selling days this month and last July.

About Toyota Motor Sales, U.S.A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. With more than 35,000 direct employees and 165,000 indirect employees in the U.S., TMS sold more than 2.2 million vehicles in 2008. For more information about Toyota, visit <http://www.toyota.com/>, <http://www.lexus.com/>, <http://www.scion.com/> or <http://www.toyotaneewsroom.com/>.

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