

Toyota Reports August Sales

September 01, 2009

TORRANCE, Calif. (September 1, 2009) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported August vehicle sales of 225,088 vehicles, up 10.5 percent over year-ago levels on a daily selling rate basis. Toyota Division passenger cars recorded an all-time, best-ever month with sales of 142,529 units, up 32.4 percent over the same period last year as the CARS program generated significant incremental sales for TMS and the industry.

“In addition to increased sales, the CARS program provided tangible benefits to consumers, dealers and industry-related businesses, as well as state and local economies, in the form of sales tax and registration income,” said Jim Lentz, president and chief operating officer for TMS. “Toyota vehicles accounted for 19.4 percent of sales within the CARS program, but we estimate CARS-related Toyota sales account for 32.1 percent of total fuel savings for the CARS program, saving customers an estimated 31 million gallons of gas and over \$77.5 million in fuel spending over the next year.”

The Toyota Division posted August sales of 202,196 units, an increase of 15.2 percent over the same period last year. The Lexus Division reported August sales of 22,892 units, a decrease of 18.8 percent from the year-ago month.

Toyota Division

Toyota Division passenger cars recorded an all-time, best-ever month with sales of 142,529 units, up 32.4 percent over the same period last year. Camry and Camry Hybrid remained Toyota’s volume leader in August, and posted an all-time, best-ever month with combined monthly sales of 54,396 units, up 28.2 percent over August 2008. The Prius mid-size gas-electric hybrid posted August sales of 18,886 units, up 45.7 percent from the year-ago month. Corolla recorded sales of 43,061 units, up 51.9 percent over last August. Yaris reported sales of 4,797 units for the month.

Toyota Division light trucks posted August sales of 59,667 units, down 12.1 percent from the year-ago month. Light truck sales were led by the RAV4 compact SUV with all-time best-ever sales of 18,312 units, up 47.3 percent over the same period last year. Highlander and Highlander Hybrid posted combined sales of 10,656 units, up 37.1 percent over August 2008. The Tacoma mid-size pickup reported sales of 12,547 units for the month, up 5.0 percent over the year-ago month. The Tundra full-size pickup recorded August sales of 7,872 units.

Scion posted August sales of 10,727 units. The xB urban utility vehicle led the way with sales of 4,588 units, up 3.0 percent over last August. The tC sports coupe recorded sales of 3,082 units. The xD reported sales of 3,057 units for the month, up 15.1 percent over the same period last year.

Lexus Division

Lexus passenger cars reported August sales of 12,610 units, a decrease of 26.6 percent from August 2008. Passenger car sales were led by the ES entry luxury sedan with August sales of 5,629 units. The IS entry luxury sport sedan posted combined sales of 4,855 units.

Lexus Division light trucks recorded August sales of 10,282 units, down 6.6 percent from the year-ago month. Lexus sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined August sales of 9,317 units, up 7.9 percent over last August.

TMS Hybrids

TMS posted August sales of 24,191 hybrid vehicles, up 28.6 percent from the same period last year. Toyota Division recorded sales of 21,836 hybrids for the month. Lexus Division reported August sales of 2,355 hybrids.

There were 26 selling days this month, compared to 27 last August.

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 www.toyota.com, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.

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