

Toyota/Lexus/Scion Among Industry Leaders in Many February 2010 Sales Categories

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TORRANCE, Calif., March 9, 2010 – February 2010 automotive industry sales results saw Toyota, Lexus and Scion models rank prominently among brand and segment leaders. Overall Toyota sales in February topped all other Asian and European manufacturers. February also saw Toyota claim two of the top three selling passenger cars in the U.S. Toyota once again dominated the hybrid market, while Tacoma continues to overwhelmingly lead the small pickup truck segment.

Toyota/Lexus/Scion February Sales Rankings

Total TMS

- TMS ranked #3 in total U.S. sales with 100,027 units sold for a 12.8 percent share (#1 among international divisions)

Light Truck Sales

- Toyota ranked #3 out of 32 manufacturers with 33,413 units sold for a 9.1 share
- Tacoma ranked #1 in small pickup sales with 8,325 units sold and 45.6 percent share (more than double its closest competitor)
- Toyota/Lexus ranked #1 among non-American divisions (Asian and European) with 40,834 units sold for an 11.1 share

SUV Sales

- Lexus RX350/450h ranked #1 in Near Luxury SUV sales with 5,694 units sold for a 24.3 percent share, nearly double its closest competitor

Passenger Car Sales

- Corolla ranked #2 with 16,996 units sold
- Corolla ranked #1 in Subcompact segment with a 14.9 percent share
- Camry ranked #3 with 16,552 units sold
- Camry ranked #2 in Standard Midsize segment with a 10.2 percent share
- Yaris ranked #3 in Entry Subcompact segment with a 14.2 percent share
- Scion tC ranked #3 in sporty Subcompact segment with a 13.5 percent share
- Lexus LS ranked #2 in Prestige Luxury Sedan segment with a 25.8 percent share

Hybrid Sales

- Total TMS hybrids ranked #1 with sales of 10,957 units sold with a 35.5 percent share
- Prius was the #1 hybrid, commanding a 56.3 percent share among all hybrid passenger cars and 47.8 percent of all hybrids sold.
- Lexus RX450h ranked #1 in the Hybrid Light Trucks segment with a 35.2 percent share
- Highlander Hybrid ranked #3 in the Hybrid Light Trucks segment with a 13.4 percent share

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotaneewsroom.com>.

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