

Toyota Reports 2009 April Sales

May 01, 2009

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TORRANCE, Calif. (May 1, 2009) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported month-end sales of 126,540 vehicles, a decrease of 41.9 percent from last April, on a daily selling rate basis.

The Toyota Division posted April sales of 112,345 units, a decrease of 42.2 percent from the same period last year. The Lexus Division reported April sales of 14,195 units, a decrease of 39.2 percent from the year-ago month.

Toyota Division

Toyota Division passenger cars recorded April sales of 70,662 units, down 41.6 percent from the same period last year. Camry and Camry Hybrid remained Toyota's volume leader in April, posting combined monthly sales of 25,324 units. Corolla recorded sales of 18,534 units. Yaris reported sales of 8,118 units for the month. The Prius mid-size gas-electric hybrid posted April sales of 8,385 units.

Toyota Division light trucks posted April sales of 41,683 units, down 43.1 percent from the year-ago month. Light truck sales were led by the RAV4 compact SUV with sales of 11,126 units. The Tacoma mid-size pickup reported sales of 9,027 units for the month. The Tundra full-size pickup recorded April sales of 6,156 units. Highlander and Highlander Hybrid posted combined sales of 5,595 units.

Scion posted April sales of 4,442 units. The xB urban utility vehicle led the way with sales of 2,036 units. The tC sports coupe recorded sales of 1,526 units. The xD reported sales of 880 units for the month.

Lexus Division

Lexus passenger cars reported April sales of 7,189 units, a decrease of 47.8 percent from April 2008. Passenger car sales were led by the ES entry luxury sedan with April sales of 3,549 units. The IS entry luxury sport sedan posted combined sales of 2,324 units. The LS flagship luxury sedan recorded combined sales of 765 units. The GS luxury sport sedan reported combined April sales of 468 units.

Lexus Division light trucks recorded April sales of 7,006 units, down 26.9 percent from the year-ago month. Lexus sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined April sales of 6,237 units. Thanks to strong sales of the new 2010 RX 350, the RX was the industry's best-selling luxury vehicle for the month of April.

TMS Hybrids

TMS posted April sales of 12,223 hybrid vehicles. Toyota Division recorded sales of 11,516 hybrids for the month. Lexus Division reported April sales of 707 hybrids.

There were 26 selling days this month and last April.