

Toyota Motor North America Reports July 2019 Sales

August 01, 2019



PLANO, Texas (August 1, 2019)– Toyota Motor North America (TMNA) today reported July 2019 sales of 209,204 vehicles, an increase of 0.2 percent on a volume basis and down 3.8 percent on daily selling rate (DSR) basis versus July 2018.

Toyota division posted July sales of 184,179 units, up 0.4 percent on a volume basis and down 3.6 percent on a DSR basis.

Lexus division posted July sales of 25,025 vehicles, down 1.5 percent on a volume basis and down 5.4 percent on a DSR basis.

July 2019 Highlights

- Highlander sales increased 5.5 percent; marking its best-ever July
- RAV4 Hybrid sales up 147.0 percent; a best-ever July
- Prius Prime sales up 18.0 percent; its best-ever month
- Corolla sales increased 14.5 percent

- Camry sales increased 3.1 percent
- Avalon sales increased 5.1 percent
- Sequoia sales increased 14.8 percent
- Land Cruiser sales increased 31.7 percent
- Tundra sales increased 17.0 percent
- Total Toyota division car sales up 5.1 percent
- Total Toyota division hybrid sales up 49.4 percent
- ES sales increased 9.0 percent
- RC sales increased 68.7 percent
- Total Lexus division trucks up 1.9 percent
- Total Lexus division hybrid sales up 30.6 percent

Note: Unless otherwise stated, all figures reflect unadjusted raw sales volume

TOYOTA U.S. SALES SUMMARY								
July 2019								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
TOTAL TMNA	209,204	208,770	-3.8	0.2	1,361,312	1,398,081	-2.6	-2.6
TOTAL TOYOTA DIV	184,179	183,367	-3.6	0.4	1,200,552	1,237,678	-3.0	-3.0
TOTAL LEXUS	25,025	25,403	-5.4	-1.5	160,760	160,403	0.2	0.2
YARIS	1,370	2,468	-46.7	-44.5	18,027	19,084	-5.5	-5.5
tC	0	0	0.0	0.0	0	1	-100.0	-100.0
COROLLA	30,635	26,754	9.9	14.5	183,503	188,216	-2.5	-2.5
SUPRA	320	0	0	0	320	0	0	0.0
86 (INCL FR-S)	300	300	-4.0	0.0	1,961	2,588	-24.2	-24.2
MIRAI	126	137	-11.7	-8.0	1,089	880	23.8	23.8
AVALON	2,705	2,573	0.9	5.1	17,562	22,068	-20.4	-20.4
PRIUS	6,592	7,265	-12.9	-9.3	35,833	53,436	-32.9	-32.9
CAMRY	27,134	26,311	-1.0	3.1	203,142	205,106	-1.0	-1.0
TOTAL TOYOTA DIV. CAR	69,182	65,808	0.9	5.1	461,437	491,380	-6.1	-6.1
CT	0	0	0	0	0	4	-100.0	-100.0
IS	1,331	2,068	-38.2	-35.6	9,693	13,364	-27.5	-27.5
RC	437	259	62.0	68.7	2,546	2,008	26.8	26.8
ES	4,960	4,551	4.6	9.0	28,940	24,452	18.4	18.4
GS	305	470	-37.7	-35.1	2,035	4,158	-51.1	-51.1
LS	396	712	-46.6	-44.4	3,093	5,081	-39.1	-39.1
LC	96	166	-44.5	-42.2	764	1,182	-35.4	-35.4
LFA	0	0	0	0	3	2	50	50
TOTAL LEXUS CAR	7,525	8,226	-12.2	-8.5	47,074	50,251	-6.3	-6.3
TOTAL TMNA CAR	76,707	74,034	-0.5	3.6	508,511	541,631	-6.1	-6.1
SIENNA	6,552	6,757	-6.9	-3.0	47,635	52,760	-9.7	-9.7
C-HR	3,591	3,688	-6.5	-2.6	29,402	29,927	-1.8	-1.8
RAV4	39,645	41,093	-7.4	-3.5	240,255	239,485	0.3	0.3
FJ CRUISER	0	0	0	0	1	1	0	0
VENZA	0	0	0	0	2	0	0	0
HIGHLANDER	22,328	21,159	1.3	5.5	133,511	135,413	-1.4	-1.4
4RUNNER	10,087	12,444	-22.2	-18.9	72,960	77,272	-5.6	-5.6
SEQUOIA	1,041	907	10.2	14.8	5,605	6,348	-11.7	-11.7
LAND CRUISER	249	189	26.5	31.7	1,877	1,712	9.6	9.6
TOTAL TOYOTA DIV. SUV	76,941	79,480	-7.1	-3.2	483,613	490,158	-1.3	-1.3
TACOMA	20,416	21,844	-10.3	-6.5	142,282	138,110	3.0	3.0
TUNDRA	11,088	9,478	12.3	17.0	65,585	65,270	0.5	0.5
TOTAL TOYOTA DIV. PICKUP	31,504	31,322	-3.4	0.6	207,867	203,380	2.2	2.2
TOTAL TOYOTA DIV. TRUCK	114,997	117,559	-6.1	-2.2	739,115	746,298	-1.0	-1.0
UX	1,403	0	0.0	0.0	9,372	0	0.0	0.0
NX	4,423	4,653	-8.7	-4.9	31,299	33,325	-6.1	-6.1
RX	9,247	9,780	-9.2	-5.4	57,308	59,831	-4.2	-4.2
GX	2,094	2,374	-15.3	-11.8	13,065	14,044	-7.0	-7.0
LX	333	370	-13.6	-10.0	2,642	2,952	-10.5	-10.5
TOTAL LEXUS TRUCK	17,500	17,177	-2.2	1.9	113,686	110,152	3.2	3.2
TOTAL TMNA TRUCK	132,497	134,736	-5.6	-1.7	852,801	856,450	-0.4	-0.4
Selling Days	25	24			178	178		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	July 2019							
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	8,740	24,589	-65.9	-64.5	101,615	174,394	-41.7	-41.7
CAMRY	27,113	25,159	3.5	7.8	202,590	191,869	5.6	5.6
AVALON	2,705	2,573	0.9	5.1	17,562	22,068	-20.4	-20.4
YARIS SD (INCL YARIS IA)	1,351	2,306	-43.8	-41.4	17,684	18,051	-2.0	-2.0
YARIS HB	0	0	0.0	0.0	0	0	0.0	0.0
RAV4	25,189	16,890	43.2	49.1	116,134	103,414	12.3	12.3
VENZA	0	0	0.0	0.0	2	0	0.0	0.0
HIGHLANDER	22,328	21,159	1.3	5.5	133,510	135,413	-1.4	-1.4
SIENNA	6,552	6,757	-6.9	-3.0	47,635	52,760	-9.7	-9.7
SEQUOIA	1,041	907	10.2	14.8	5,605	6,348	-11.7	-11.7
TACOMA	20,416	21,844	-10.3	-6.5	142,282	138,110	3.0	3.0
TUNDRA	11,088	9,478	12.3	17.0	65,585	65,270	0.5	0.5
ES	4,564	4,053	8.1	12.6	23,900	21,764	9.8	9.8
RX	7,934	7,303	4.3	8.6	47,814	45,623	4.8	4.8
TOTAL	139,021	143,018	-6.7	-2.8	921,918	975,084	-5.5	-5.5
N.A VEHICLES % OF TOTAL	66.5%	68.5%			67.7%	69.7%		
TOYOTA DIV. IMPORT CAR	29,273	11,181	151.3	161.8	121,986	84,998	43.5	43.5
LEXUS IMPORT CAR	2,961	4,173	-31.9	-29.0	23,174	28,487	-18.7	-18.7
TOYOTA DIV NA BUILT CARS	39,909	54,627	-29.9	-26.9	339,451	406,382	-16.5	-16.5
LEXUS NA BUILT CARS	4,564	4,053	8.1	12.6	23,900	21,764	9.8	9.8
TOTAL TMNA CARS	76,707	74,034	-0.5	3.6	508,511	541,631	-6.1	-6.1
TOYOTA DIV. IMPORT TRUCK	28,383	40,524	-32.8	-30.0	228,362	244,983	-6.8	-6.8
LEXUS IMPORT TRUCK	9,566	9,874	-7.0	-3.1	65,872	64,529	2.1	2.1
TOYOTA DIV NA BUILT TRUCK	86,614	77,035	7.9	12.4	510,753	501,315	1.9	1.9
LEXUS NA BUILT TRUCK	7,934	7,303	4.3	8.6	47,814	45,623	4.8	4.8
TOTAL TMNA TRUCK	132,497	134,736	-5.6	-1.7	852,801	856,450	-0.4	-0.4
Selling Days	25	24			178	178		

TOYOTA U.S. HYBRID SALES SUMMARY

July 2019

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2019	2018	DSR %	VOL%	2019	2018	DSR %	VOL%
TOYOTA PRIUS HYBRID	6,592	7,265	-12.9%	-9.3%	35,833	53,436	-32.9%	-32.9%
TOYOTA COROLLA HYBRID	1,647	0	0.0%	0.0%	7,263	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	2,307	2,042	8.5%	13.0%	16,164	13,195	22.5%	22.5%
TOYOTA AVALON HYBRID	476	764	-40.2%	-37.7%	4,242	4,829	-12.2%	-12.2%
TOYOTA MIRAI	126	137	-11.7%	-8.0%	1,089	880	23.7%	23.7%
TOYOTA HIGHLANDER HYBRID	1,619	1,120	38.8%	44.6%	9,561	9,012	6.1%	6.1%
TOYOTA RAV4 HYBRID	10,533	4,265	137.1%	147.0%	39,852	27,478	45.0%	45.0%
LEXUS ES HYBRID	835	467	71.7%	78.8%	4,817	2,457	96.1%	96.1%
LEXUS GS HYBRID	1	2	-52.0%	-50.0%	7	27	-74.1%	-74.1%
LEXUS UX HYBRID	685	0	0.0%	0.0%	4,587	0	0.0%	0.0%
LEXUS NX HYBRID	705	738	-8.3%	-4.5%	5,063	4,641	9.1%	9.1%
LEXUS RX HYBRID	1,334	1,492	-14.2%	-10.6%	8,539	7,291	17.1%	17.1%
LEXUS LS HYBRID	16	28	-45.1%	-42.9%	108	219	-50.7%	-50.7%
LEXUS LC HYBRID	2	12	-84.0%	-83.3%	20	74	-73.0%	-73.0%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
TOTAL TMNA HYBRID	26,878	18,332	40.8%	46.6%	137,145	123,544	11.0%	11.0%
TOTAL TOYOTA HYBRID	23,300	15,593	43.5%	49.4%	114,004	108,831	4.8%	4.8%
TOTAL LEXUS HYBRID	3,578	2,739	25.4%	30.6%	23,141	14,713	57.3%	57.3%