

# Toyota Motor North America Reports August 2019 Sales

September 04, 2019

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- Toyota division up 12.3 percent; marking a best-ever August

- Total Toyota car sales increased 6.8 percent
- Hybrid sales up 68.3 percent for Toyota division and 44.2 percent for Lexus division

**PLANO, Texas (September 4, 2019)**– Toyota Motor North America (TMNA) today reported August 2019 sales of 248,334 vehicles, an increase of 11.3 percent on a volume basis and up 7.4 percent on daily selling rate (DSR) basis versus August 2018.

Toyota division achieved a best-ever August, posting sales of 218,403 units, up 12.3 percent on a volume basis and up 8.3 percent on a DSR basis.

Lexus division posted August sales of 29,931 vehicles, up 4.6 percent on a volume basis and up 0.8 percent on a DSR basis.

### **August 2019 Highlights**

- Highlander sales increased 21.7 percent; marking a best-ever month
- RAV4 sales up 17.2 percent; a best-ever August
- Tacoma sales increased 14.8 percent; a best-ever August
- 4Runner sales increased 3.1 percent; marking a best-ever August
- C-HR sales up 29.1 percent; a best-ever August
- Prius sales up 1.8 percent; with Prius Prime achieving a best-ever August
- Corolla sales increased 15.2 percent; with Corolla Hatchback marking a best-ever August
- 86 sales up 11.3 percent
- Camry sales increased 6.1 percent
- Avalon sales up 29.8 percent
- Sequoia sales increased 42.9 percent
- Land Cruiser sales increased 3.7 percent
- Tundra sales up 12.4 percent
- The all-new Supra completed the first full month of sales; with 643 vehicles sold
- Total Toyota division cars sales up 8.4 percent
- Total Toyota division SUV sales increased 17.0 percent
- Total Toyota division light trucks up 14.5 percent; marking a best-ever month
- Total Toyota division hybrid sales up 68.3 percent
- RX sales increased 7.6 percent
- ES sales up 20.3 percent
- RC sales increased 47.4 percent
- LX sales increased 9.9 percent
- Total Lexus division luxury SUV (LUV) sales up 9.2 percent; marking a best-ever August
- Total Lexus division hybrid sales increased 44.2 percent

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





