

Toyota Motor North America Reports November 2019 Sales

December 03, 2019



PLANO, Texas (December 3, 2019) – Toyota Motor North America (TMNA) today reported November 2019 sales of 207,857 vehicles, an increase of 9.2 percent on a volume basis and up 5.0 percent on a daily selling rate (DSR) basis versus November 2018.

Toyota division posted its best-ever November with 177,764 vehicles sold; an increase of 8.4 percent on a volume basis and 4.2 percent on a DSR basis.

Lexus division posted its best-ever November with 30,093 vehicles sold; an increase of 13.8 percent on a volume basis and 9.4 percent on a DSR basis.

November 2019 Highlights

Toyota Division:

- RAV4 sales increased 26.4 percent, marking a best-ever November; led by RAV4 Hybrid with 10,057 units sold

- 4Runner sales up 7.8 percent; a best-ever November
- Tacoma sales increased 5.3 percent; a best-ever November
- C-HR sales up 5.8 percent; a best-ever November
- Corolla sales increased 17.3 percent
- Prius sales increased 11.9 percent
- Camry sales up 4.3 percent
- Land Cruiser sales increased 2.8 percent
- Total Toyota division car sales increased 8.6 percent
- Total Toyota division SUV sales increased 14.1 percent
- Total Toyota division light truck sales increased 8.3 percent; marking a best-ever November
- Total Toyota division hybrid sales increased 68.4 percent

Lexus Division:

- NX sales up 14.2 percent, marking a best-ever November; led by NX Hybrid with 1,051 units sold
- RX sales increased 12.5 percent, marking a best-ever November; boosted by RX Hybrid sales of 1,641
- GX sales increased 34.6 percent
- RC sales increased 111.3 percent
- ES sales up 7.7 percent
- Total Lexus division luxury SUV (LUV) sales up 24.0 percent; marking a best-ever November
- Total Lexus division hybrid sales increased 51.4 percent; a best-ever November

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

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TOYOTA U.S. SALES SUMMARY								
November 2019								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
TOTAL TMNA	207,857	190,423	5.0	9.2	2,175,976	2,205,761	-1.7	-1.4
TOTAL TOYOTA DIV	177,764	163,977	4.2	8.4	1,913,187	1,942,975	-1.9	-1.5
TOTAL LEXUS	30,093	26,446	9.4	13.8	262,789	262,786	-0.4	0.0
YARIS	910	1,436	-39.1	-36.6	20,984	25,957	-19.4	-19.2
tC	0	0	0.0	0.0	0	2	-100.0	-100.0
COROLLA	24,752	21,105	12.8	17.3	281,108	278,293	0.7	1.0
SUPRA	487	0	0	0	2480	0	0	0.0
86 (INCL FR-S)	307	293	0.7	4.8	3,122	3,851	-19.2	-18.9
MIRAI	98	194	-51.4	-49.5	1,436	1,468	-2.5	-2.2
AVALON	1,715	2,225	-25.9	-22.9	25,923	31,042	-16.8	-16.5
PRIUS	6,723	6,008	7.6	11.9	63,660	81,239	-21.9	-21.6
CAMRY	25,611	24,545	0.3	4.3	310,669	314,346	-1.5	-1.2
TOTAL TOYOTA DIV. CAR	60,603	55,806	4.4	8.6	709,382	736,199	-4.0	-3.6
CT	0	0	0	0	0	4	-100.0	-100.0
IS	1,006	1,830	-47.1	-45.0	13,749	20,734	-33.9	-33.7
RC	450	213	103.1	111.3	4,163	3,017	37.5	38.0
ES	4,545	4,222	3.5	7.7	46,311	43,099	7.1	7.5
GS	321	472	-34.6	-32.0	3,113	6,017	-48.4	-48.3
LS	529	902	-43.6	-41.4	4,945	8,409	-41.4	-41.2
LC	86	139	-40.5	-38.1	1,105	1,827	-39.7	-39.5
LFA	0	0	0	0	3	2	50	50
TOTAL LEXUS CAR	6,937	7,778	-14.2	-10.8	73,389	83,109	-12.0	-11.7
TOTAL TMNA CAR	67,540	63,584	2.1	6.2	782,771	819,308	-4.8	-4.5
SIENNA	5,363	6,726	-23.3	-20.3	68,409	80,952	-15.8	-15.5
C-HR	3,950	3,732	1.8	5.8	45,627	45,345	0.3	0.6
RAV4	44,665	35,350	21.5	26.4	406,789	388,501	4.3	4.7
FJ CRUISER	0	0	0	0	1	3	-66.8	-66.7
VENZA	0	1	-100	-100	9	1	797	800
HIGHLANDER	19,962	20,139	-4.7	-0.9	218,989	221,386	-1.4	-1.1
4RUNNER	12,391	11,494	3.7	7.8	120,359	126,385	-5.1	-4.8
SEQUOIA	915	993	-11.4	-7.9	9,413	9,990	-6.1	-5.8
LAND CRUISER	372	362	-1.2	2.8	3,176	3,043	4.0	4.4
TOTAL TOYOTA DIV. SUV	82,255	72,071	9.7	14.1	804,363	794,654	0.9	1.2
TACOMA	20,727	19,685	1.2	5.3	228,074	224,128	1.4	1.8
TUNDRA	8,816	9,689	-12.5	-9.0	102,959	107,042	-4.2	-3.8
TOTAL TOYOTA DIV. PICKUP	29,543	29,374	-3.3	0.6	331,033	331,170	-0.4	0.0
TOTAL TOYOTA DIV. TRUCK	117,161	108,171	4.1	8.3	1,203,805	1,206,776	-0.6	-0.2
UX	1,590	0	0.0	0.0	14,792	0	0.0	0.0
NX	6,420	5,622	9.8	14.2	50,760	53,315	-5.1	-4.8
RX	11,526	10,248	8.1	12.5	96,967	98,419	-1.8	-1.5
GX	3,188	2,369	29.4	34.6	22,725	23,402	-3.2	-2.9
LX	432	429	-3.2	0.7	4,156	4,541	-8.8	-8.5
TOTAL LEXUS TRUCK	23,156	18,668	19.3	24.0	189,400	179,677	5.0	5.4
TOTAL TMNA TRUCK	140,317	126,839	6.4	10.6	1,393,205	1,386,453	0.1	0.5
Selling Days	26	25			282	281		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	November 2019							
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	13,300	19,376	-34.0	-31.4	140,904	257,093	-45.4	-45.2
CAMRY	25,608	24,366	1.1	5.1	310,084	298,991	3.3	3.7
AVALON	1,715	2,225	-25.9	-22.9	25,923	31,042	-16.8	-16.5
YARIS SD (INCL YARIS IA)	218	1,296	-83.8	-83.2	19,489	24,115	-19.5	-19.2
YARIS HB	687	0	0.0	0.0	1,132	0	0.0	0.0
RAV4	30,153	14,704	97.2	105.1	226,310	159,189	41.7	42.2
VENZA	0	1	-100.0	-100.0	9	1	796.8	800.0
HIGHLANDER	19,962	20,139	-4.7	-0.9	218,988	221,386	-1.4	-1.1
SIENNA	5,363	6,726	-23.3	-20.3	68,409	80,952	-15.8	-15.5
SEQUOIA	915	993	-11.4	-7.9	9,413	9,990	-6.1	-5.8
TACOMA	20,727	19,685	1.2	5.3	228,074	224,128	1.4	1.8
TUNDRA	8,816	9,689	-12.5	-9.0	102,959	107,042	-4.2	-3.8
ES	4,321	3,282	26.6	31.7	40,275	36,975	8.5	8.9
RX	9,970	7,176	33.6	38.9	81,950	73,289	11.4	11.8
TOTAL	141,755	129,658	5.1	9.3	1,473,919	1,524,193	-3.6	-3.3
N.A VEHICLES % OF TOTAL	68.2%	68.1%			67.7%	69.1%		
TOYOTA DIV. IMPORT CAR	19,075	8,543	114.7	123.3	211,850	124,958	68.9	69.5
LEXUS IMPORT CAR	2,616	4,496	-44.1	-41.8	33,114	46,134	-28.5	-28.2
TOYOTA DIV NA BUILT CARS	41,528	47,263	-15.5	-12.1	497,532	611,241	-18.9	-18.6
LEXUS NA BUILT CARS	4,321	3,282	26.6	31.7	40,275	36,975	8.5	8.9
TOTAL TMNA CARS	67,540	63,584	2.1	6.2	782,771	819,308	-4.8	-4.5
TOYOTA DIV. IMPORT TRUCK	31,225	36,234	-17.1	-13.8	349,643	404,088	-13.8	-13.5
LEXUS IMPORT TRUCK	13,186	11,492	10.3	14.7	107,450	106,388	0.6	1.0
TOYOTA DIV NA BUILT TRUCK	85,936	71,937	14.9	19.5	854,162	802,688	6.0	6.4
LEXUS NA BUILT TRUCK	9,970	7,176	33.6	38.9	81,950	73,289	11.4	11.8
TOTAL TMNA TRUCK	140,317	126,839	6.4	10.6	1,393,205	1,386,453	0.1	0.5
Selling Days	26	25			282	281		

TOYOTA U.S. HYBRID SALES SUMMARY

November 2019

	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL%	2019	2018	DSR %	VOL%
TOYOTA PRIUS HYBRID	6,723	6,008	7.6%	11.9%	63,660	81,239	-21.9%	-21.6%
TOYOTA COROLLA HYBRID	1,833	0	0.0%	0.0%	14,756	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	1,735	1,701	-1.9%	2.0%	23,796	20,661	14.8%	15.2%
TOYOTA AVALON HYBRID	529	589	-13.6%	-10.2%	5,981	7,264	-18.0%	-17.7%
TOYOTA MIRAI	98	194	-51.4%	-49.5%	1,436	1,468	-2.5%	-2.2%
TOYOTA HIGHLANDER HYBRID	1,819	1,136	54.0%	60.1%	16,452	13,026	25.8%	26.3%
TOYOTA RAV4 HYBRID	10,057	3,907	147.5%	157.4%	82,398	44,888	82.9%	83.6%
LEXUS ES HYBRID	898	488	76.9%	84.0%	8,019	4,805	66.3%	66.9%
LEXUS GS HYBRID	0	2	-100.0%	-100.0%	7	37	-81.2%	-81.1%
LEXUS UX HYBRID	869	0	0.0%	0.0%	7,514	0	0.0%	0.0%
LEXUS NX HYBRID	1,051	813	24.3%	29.3%	8,408	7,695	8.9%	9.3%
LEXUS RX HYBRID	1,641	1,627	-3.0%	0.9%	14,209	13,477	5.1%	5.4%
LEXUS LS HYBRID	19	22	-17.0%	-13.6%	167	299	-44.4%	-44.2%
LEXUS LC HYBRID	2	8	-76.0%	-75.0%	34	94	-64.0%	-63.8%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
TOTAL TMNA HYBRID	27,274	16,495	59.0%	65.4%	246,837	194,958	26.2%	26.6%
TOTAL TOYOTA HYBRID	22,794	13,535	61.9%	68.4%	208,479	168,547	23.2%	23.7%
TOTAL LEXUS HYBRID	4,480	2,960	45.5%	51.4%	38,358	26,411	44.7%	45.2%