

Toyota Motor North America Reports December 2019, Year-End Sales

January 03, 2020



PLANO, Texas (January 3, 2020) – Toyota Motor North America (TMNA) today reported December 2019 sales of 207,373 vehicles, a decrease of 6.1 percent on a volume basis and down 2.4 percent on a daily selling rate (DSR) basis versus December 2018.

For the year, TMNA reported sales of 2,383,349 vehicles, a 1.8 percent decrease on a volume and DSR basis.

Toyota division posted December sales of 172,048 units, down 7.2 percent on a volume basis and 3.5 percent on a DSR basis. For the year, Toyota division reported sales of 2,085,235 vehicles, down 2.0 percent on a volume and DSR basis.

“2019 was a strong year for Toyota. We retained our number one spot in hybrid, passenger car, SUV, small truck and retail sales,” said Jack Hollis, group vice president and general manager, Toyota division. “But we’re not stopping there. We’re preparing for an even better year in 2020 as we debut new vehicles and continue to dominate the hybrid and mobility space.”

Lexus division posted December sales of 35,325 vehicles, down 0.6 percent on a volume basis and up 3.4

percent on a DSR basis. For the year, Lexus reported sales of 298,114 vehicles, down 0.1 percent on a volume and DSR basis.

“Lexus had a good showing in 2019 with support from exponential growth in hybrid sales, and the launch of five new and updated vehicles including RX, GX, UX, RC F and RC F Track Edition,” said David Christ, group vice president and general manager, Lexus Division. “To kickoff 2020, we are excited to auction a one-of-a-kind LC 500 Convertible on January 17 at the Barrett-Jackson auction, benefiting the Bob Woodruff Foundation and Boys & Girls Clubs of America.”

December 2019 and Year-End Highlights

Toyota Division:

- RAV4 2019 sales marked an all-time best ever year; sales up 6.8 percent in December, a 4.9 percent increase for the year, led by RAV4 Hybrid finishing 2019 up 92.3 percent
- Corolla sales increased 0.4 percent for the year; led by the Corolla Hatchback which finished up 5.2 percent, a best-ever year
- Tacoma sales up 1.3 percent in 2019; marking a best-ever year
- Land Cruiser sales up 101.1 percent in December; finishing the year up 9.7 percent
- Total Toyota division SUV sales up 0.8 percent for the year
- Total Toyota division hybrid sales up 56.7 percent in December; finishing up 26.3 percent for the year

Lexus Division:

- RC sales increased 25.5 percent in December; finishing up 36.7 percent in 2019
- ES sales up 5.9 percent for the year; led by ES Hybrid, which finished the year up 72.8 percent
- UX sales increased 326.7 percent in December, with total 2019 sales of 16,725
- NXh marked its best-ever year; up 6.4 percent
- RX sales up 6.4 percent in December; RXh finished the year up 2.9 percent
- LX sales increased 165.1 percent in December
- Total Lexus division luxury SUV (LUV) sales up 6.8 percent for December; total sales for 2019 up 5.6 percent, marking a best-ever year
- Total Lexus division hybrid sales up 29.6 percent in December; finishing up 43.1 percent for the year, marking a best-ever December and year

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

TOYOTA U.S. SALES SUMMARY

December 2019

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
TOTAL TMNA	207,373	220,910	-2.4	-6.1	2,383,349	2,426,673	-1.8	-1.8
TOTAL TOYOTA DIV	172,048	185,386	-3.5	-7.2	2,085,235	2,128,363	-2.0	-2.0
TOTAL LEXUS	35,325	35,524	3.4	-0.6	298,114	298,310	-0.1	-0.1
YARIS	932	1,252	-22.6	-25.6	21,916	27,210	-19.5	-19.5
tC	0	0	0.0	0.0	0	2	-100.0	-100.0
COROLLA	23,742	25,439	-2.9	-6.7	304,850	303,732	0.4	0.4
SUPRA	404	0	0	0	2,884	0	0	0.0
86 (INCL FR-S)	276	295	-2.7	-6.4	3,398	4,146	-18.0	-18.0
MIRAI	66	232	-70.4	-71.6	1,502	1,700	-11.6	-11.6
AVALON	1,844	2,538	-24.4	-27.3	27,767	33,581	-17.3	-17.3
PRIUS	6,058	6,351	-0.8	-4.6	69,718	87,590	-20.4	-20.4
CAMRY	26,309	29,093	-6.0	-9.6	336,978	343,439	-1.9	-1.9
TOTAL TOYOTA DIV. CAR	59,632	65,202	-4.9	-8.5	769,014	801,403	-4.0	-4
CT	0	0	0	0	0	4	-100.0	-100.0
IS	1,171	2,193	-44.5	-46.6	14,920	22,927	-34.9	-34.9
RC	428	341	30.5	25.5	4,591	3,358	36.7	36.7
ES	5,025	5,385	-3.0	-6.7	51,336	48,484	5.9	5.9
GS	265	587	-53.0	-54.9	3,378	6,604	-48.8	-48.8
LS	583	893	-32.1	-34.7	5,528	9,302	-40.6	-40.6
LC	114	152	-22.0	-25.0	1,219	1,979	-38.4	-38.4
LFA	0	0	0	0	3	2	50	50
TOTAL LEXUS CAR	7,586	9,551	-17.4	-20.6	80,975	92,660	-12.6	-12.6
TOTAL TMNA CAR	67,218	74,753	-6.5	-10.1	849,989	894,063	-4.9	-4.9
SIENNA	5,176	6,719	-19.9	-23.0	73,585	87,671	-16.1	-16.1
C-HR	3,303	4,297	-20.1	-23.1	48,930	49,642	-1.4	-1.4
RAV4	41,282	38,669	11.0	6.8	448,071	427,170	4.9	4.9
FJ CRUISER	0	0	0	0	1	3	-66.7	-66.7
VENZA	0	8	-100	-100	9	9	0	0
HIGHLANDER	20,449	23,125	-8.0	-11.6	239,438	244,511	-2.1	-2.1
4RUNNER	11,529	13,309	-9.9	-13.4	131,888	139,694	-5.6	-5.6
SEQUOIA	876	1,131	-19.4	-22.5	10,289	11,121	-7.5	-7.5
LAND CRUISER	360	179	109.2	101.1	3,536	3,222	9.7	9.7
TOTAL TOYOTA DIV. SUV	77,799	80,718	0.2	-3.6	882,162	875,372	0.8	0.8
TACOMA	20,727	21,531	0.1	-3.7	248,801	245,659	1.3	1.3
TUNDRA	8,714	11,216	-19.2	-22.3	111,673	118,258	-5.6	-5.6
TOTAL TOYOTA DIV. PICKUP	29,441	32,747	-6.5	-10.1	360,474	363,917	-0.9	-0.9
TOTAL TOYOTA DIV. TRUCK	112,416	120,184	-2.7	-6.5	1,316,221	1,326,960	-0.8	-0.8
UX	1,933	453	343.8	326.7	16,725	453	3592.1	3592.1
NX	7,955	8,764	-5.6	-9.2	58,715	62,079	-5.4	-5.4
RX	14,069	13,222	10.7	6.4	111,036	111,641	-0.5	-0.5
GX	3,220	3,322	0.8	-3.1	25,945	26,724	-2.9	-2.9
LX	562	212	175.7	165.1	4,718	4,753	-0.7	-0.7
TOTAL LEXUS TRUCK	27,739	25,973	11.1	6.8	217,139	205,650	5.6	5.6
TOTAL TMNA TRUCK	140,155	146,157	-0.3	-4.1	1,533,360	1,532,610	0	0

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	December 2019							
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	13,451	23,791	-41.2	-43.5	154,355	280,884	-45.0	-45.0
CAMRY	26,308	28,892	-5.3	-8.9	336,392	327,883	2.6	2.6
AVALON	1,844	2,538	-24.4	-27.3	27,767	33,581	-17.3	-17.3
YARIS SD (INCL YARIS IA)	241	1,154	-78.3	-79.1	19,730	25,270	-21.9	-21.9
YARIS HB	685	0	0.0	0.0	1,817	0	0.0	0.0
RAV4	30,148	14,901	110.4	102.3	256,458	174,090	47.3	47.3
VENZA	0	8	-100.0	-100.0	9	9	0.0	0.0
HIGHLANDER	20,449	23,124	-8.0	-11.6	239,437	244,510	-2.1	-2.1
SIENNA	5,176	6,719	-19.9	-23.0	73,585	87,671	-16.1	-16.1
SEQUOIA	876	1,131	-19.4	-22.5	10,289	11,121	-7.5	-7.5
TACOMA	20,727	21,531	0.1	-3.7	248,801	245,659	1.3	1.3
TUNDRA	8,714	11,216	-19.2	-22.3	111,673	118,258	-5.6	-5.6
ES	4,824	4,224	18.8	14.2	45,099	41,199	9.5	9.5
RX	12,260	9,954	28.1	23.2	94,210	83,243	13.2	13.2
TOTAL	145,703	149,183	1.6	-2.3	1,619,622	1,673,378	-3.2	-3.2
N.A VEHICLES % OF TOTAL	70.3%	67.5%			68.0%	69.0%		
TOYOTA DIV. IMPORT CAR	17,103	8,827	101.5	93.8	228,953	133,785	71.1	71.1
LEXUS IMPORT CAR	2,762	5,327	-46.1	-48.2	35,876	51,461	-30.3	-30.3
TOYOTA DIV NA BUILT CARS	42,529	56,375	-21.5	-24.6	540,061	667,618	-19.1	-19.1
LEXUS NA BUILT CARS	4,824	4,224	18.8	14.2	45,099	41,199	9.5	9.5
TOTAL TMNA CARS	67,218	74,753	-6.5	-10.1	849,989	894,063	-4.9	-4.9
TOYOTA DIV. IMPORT TRUCK	26,326	41,554	-34.1	-36.6	375,969	445,642	-15.6	-15.6
LEXUS IMPORT TRUCK	15,479	16,019	0.5	-3.4	122,929	122,407	0.4	0.4
TOYOTA DIV NA BUILT TRUCK	86,090	78,630	13.9	9.5	940,252	881,318	6.7	6.7
LEXUS NA BUILT TRUCK	12,260	9,954	28.1	23.2	94,210	83,243	13.2	13.2
TOTAL TMNA TRUCK	140,155	146,157	-0.3	-4.1	1,533,360	1,532,610	0.0	0.0
Selling Days	25	26			307	307		

TOYOTA U.S. HYBRID SALES SUMMARY

December 2019

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2019	2018	DSR %	VOL%	2019	2018	DSR %	VOL%
TOYOTA PRIUS HYBRID	6,058	6,351	-0.8%	-4.6%	69,718	87,590	-20.4%	-20.4%
TOYOTA COROLLA HYBRID	1,545	0	0.0%	0.0%	16,301	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	2,247	2,253	3.7%	-0.3%	26,043	22,914	13.7%	13.7%
TOYOTA AVALON HYBRID	571	744	-20.2%	-23.2%	6,552	8,009	-18.2%	-18.2%
TOYOTA MIRAI	66	232	-70.4%	-71.6%	1,502	1,700	-11.7%	-11.7%
TOYOTA HIGHLANDER HYBRID	1,796	1,487	25.6%	20.8%	18,248	14,513	25.7%	25.7%
TOYOTA RAV4 HYBRID	10,127	3,236	225.5%	213.0%	92,525	48,124	92.3%	92.3%
LEXUS ES HYBRID	1,054	447	145.2%	135.8%	9,073	5,252	72.8%	72.8%
LEXUS GS HYBRID	0	3	-100.0%	-100.0%	7	40	-82.5%	-82.5%
LEXUS UX HYBRID	1,089	66	1616.0%	1550.0%	8,603	66	12935.0%	12935.0%
LEXUS NX HYBRID	1,230	1,367	-6.4%	-10.0%	9,638	9,062	6.4%	6.4%
LEXUS RX HYBRID	1,907	2,179	-9.0%	-12.5%	16,116	15,656	2.9%	2.9%
LEXUS LS HYBRID	20	22	-5.5%	-9.1%	187	321	-41.7%	-41.7%
LEXUS LC HYBRID	3	8	-61.0%	-62.5%	37	102	-63.7%	-63.7%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
TOTAL TMNA HYBRID	27,713	18,395	56.7%	50.7%	274,550	213,354	28.7%	28.7%
TOTAL TOYOTA HYBRID	22,410	14,303	63.0%	56.7%	230,889	182,851	26.3%	26.3%
TOTAL LEXUS HYBRID	5,303	4,092	34.8%	29.6%	43,661	30,503	43.1%	43.1%

[READ THE TRANSCRIPT >](#)