

# Toyota Motor North America Reports March And First Quarter 2020 Sales

April 01, 2020



**PLANO, Texas (April 1, 2020)** – Toyota Motor North America (TMNA) today reported March 2020 sales of 135,730 vehicles, a decrease of 36.9 percent on a volume basis and down 31.8 percent on a daily selling rate (DSR) basis versus March 2019.

For the first quarter, TMNA reported sales of 495,747 vehicles, an 8.8 percent decrease on a volume and DSR basis.

Toyota division posted March sales of 120,145 units, down 35.3 percent on a volume basis and 30.1 percent on a DSR basis. For the quarter, Toyota division reported sales of 439,402 vehicles, down 7.9 percent on a volume and DSR basis.

Lexus division posted March sales of 15,585 vehicles, down 46.7 percent on a volume basis and down 42.5 percent on a DSR basis. For the quarter, Lexus reported sales of 56,345 vehicles, down 15.6 percent on a volume and DSR basis.

“During this unprecedented time, Toyota’s number one priority is on the health and safety of our team members,

business partners, customers and the communities where we do business,” said Bob Carter, executive vice president of sales, TMNA. “We have teams working around the clock to ensure our customers’ needs are satisfied, and despite the ever-changing market dynamics, we continue to take appropriate actions that serve our long-term business objectives.”

### **March and First Quarter 2020 Highlights**

#### TMNA:

- First quarter total hybrid vehicle sales were 58,814 units, up 58.1 percent on a volume and DSR basis

#### Toyota Division:

- First quarter total hybrid vehicle sales were 49,723 units, up 80.5 percent on a volume and DSR basis, led by RAV4 Hybrid and Corolla Hybrid, up 739.0 percent 367.4 percent, respectively, on a volume and DSR basis
- March total hybrid vehicle sales were 12,882 units, up 9.0 percent of a volume basis and up 17.7 percent of a DSR basis, led by RAV4 Hybrid and Corolla Hybrid

#### Lexus Division:

- First quarter total UX Hybrid and LS Hybrid vehicle sales were up 6.0 percent and 9.1 percent, respectively, on a volume and DSR basis

**TOYOTA U.S. SALES SUMMARY**  
**March 2020**

	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2020	2019	DSR %	VOL %	2020	2019	DSR %	VOL %
<b>TOTAL TMNA</b>	135,730	214,947	-31.8	-36.9	495,747	543,716	-8.8	-8.8
TOTAL TOYOTA DIV	120,145	185,698	-30.1	-35.3	439,402	476,925	-7.9	-7.9
TOTAL LEXUS	15,585	29,249	-42.5	-46.7	56,345	66,791	-15.6	-15.6
YARIS	591	3,999	-84.0	-85.2	2,416	7,894	-69.4	-69.4
COROLLA	19,147	24,479	-15.5	-21.8	69,214	78,608	-12.0	-12.0
SUPRA	273	0	0	0	1,013	0	0	0
86 (INCL FR-S)	202	320	-31.8	-36.9	704	807	-12.8	-12.8
MIRAI	31	176	-81.0	-82.4	147	347	-57.6	-57.6
AVALON	1,020	2,855	-61.4	-64.3	4,080	6,619	-38.4	-38.4
PRIUS	2,862	5,410	-42.9	-47.1	11,483	12,058	-4.8	-4.8
CAMRY	23,119	33,615	-25.7	-31.2	77,188	81,684	-5.5	-5.5
<b>TOTAL TOYOTA DIV. CAR</b>	<b>47,245</b>	<b>70,854</b>	<b>-28.0</b>	<b>-33.3</b>	<b>166,245</b>	<b>188,017</b>	<b>-11.6</b>	<b>-11.6</b>
IS	913	1,694	-41.8	-46.1	2,712	3,884	-30.2	-30.2
RC	169	422	-56.7	-60.0	757	963	-21.4	-21.4
ES	2,854	4,922	-37.4	-42.0	9,247	11,390	-18.8	-18.8
GS	173	394	-52.6	-56.1	624	955	-34.7	-34.7
LS	162	457	-61.7	-64.6	801	1,404	-42.9	-42.9
LC	56	141	-57.1	-60.3	240	320	-25.0	-25.0
LFA	0	0	0	0	2	3	-33.3	-33.3
<b>TOTAL LEXUS CAR</b>	<b>4,327</b>	<b>8,030</b>	<b>-41.8</b>	<b>-46.1</b>	<b>14,383</b>	<b>18,919</b>	<b>-24.0</b>	<b>-24.0</b>
<b>TOTAL TMNA CAR</b>	<b>51,572</b>	<b>78,884</b>	<b>-29.4</b>	<b>-34.6</b>	<b>180,628</b>	<b>206,936</b>	<b>-12.7</b>	<b>-12.7</b>
SIENNA	3,164	8,351	-59.1	-62.1	11,876	18,616	-36.2	-36.2
C-HR	2,972	5,676	-43.5	-47.6	10,372	14,521	-28.6	-28.6
RAV4	24,875	33,166	-19.0	-25.0	97,631	83,820	16.5	16.5
HIGHLANDER	10,707	20,824	-44.5	-48.6	47,890	52,621	-9.0	-9.0
4RUNNER	7,818	12,510	-32.5	-37.5	28,072	32,829	-14.5	-14.5
SEQUOIA	332	843	-57.5	-60.6	1,408	2,410	-41.6	-41.6
LAND CRUISER	173	324	-42.3	-46.6	614	807	-23.9	-23.9
<b>TOTAL TOYOTA DIV. SUV</b>	<b>46,877</b>	<b>73,344</b>	<b>-31.0</b>	<b>-36.1</b>	<b>185,987</b>	<b>187,009</b>	<b>-0.5</b>	<b>-0.5</b>
TACOMA	15,915	22,798	-24.6	-30.2	53,636	58,183	-7.8	-7.8
TUNDRA	6,944	10,351	-27.5	-32.9	21,658	25,100	-13.7	-13.7
<b>TOTAL TOYOTA DIV. PICKUP</b>	<b>22,859</b>	<b>33,149</b>	<b>-25.5</b>	<b>-31.0</b>	<b>75,294</b>	<b>83,283</b>	<b>-9.6</b>	<b>-9.6</b>
<b>TOTAL TOYOTA DIV. TRUCK</b>	<b>72,900</b>	<b>114,844</b>	<b>-31.4</b>	<b>-36.5</b>	<b>273,157</b>	<b>288,908</b>	<b>-5.5</b>	<b>-5.5</b>
UX	984	1,776	-40.2	-44.6	3,838	3,925	-2.2	-2.2
NX	3,175	5,633	-39.1	-43.6	11,309	13,775	-17.9	-17.9
RX	5,534	10,967	-45.5	-49.5	20,847	23,529	-11.4	-11.4
GX	1,350	2,291	-36.4	-41.1	5,122	5,429	-5.7	-5.7
LX	215	552	-57.9	-61.1	846	1,214	-30.3	-30.3
<b>TOTAL LEXUS TRUCK</b>	<b>11,258</b>	<b>21,219</b>	<b>-42.7</b>	<b>-46.9</b>	<b>41,962</b>	<b>47,872</b>	<b>-12.3</b>	<b>-12.3</b>
<b>TOTAL TMNA TRUCK</b>	<b>84,158</b>	<b>136,063</b>	<b>-33.2</b>	<b>-38.1</b>	<b>315,119</b>	<b>336,780</b>	<b>-6.4</b>	<b>-6.4</b>
<b>Selling Days</b>	<b>25</b>	<b>27</b>			<b>76</b>	<b>76</b>		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	March 2020							
	2020	2019	DSR %	VOL %	2020	2019	DSR %	VOL %
COROLLA	10,644	20,388	-43.6	-47.8	37,718	71,381	-47.2	-47.2
CAMRY	23,118	33,519	-25.5	-31.0	77,184	81,283	-5.0	-5.0
AVALON	1,020	2,855	-61.4	-64.3	4,080	6,619	-38.4	-38.4
YARIS SD (INCL YARIS IA)	178	3,947	-95.1	-95.5	760	7,710	-90.1	-90.1
YARIS HB	408	0	0	0	1,641	0	0	0
RAV4	18,970	12,631	62.2	50.2	74,251	29,472	151.9	151.9
HIGHLANDER	10,707	20,824	-44.5	-48.6	47,890	52,620	-9.0	-9.0
SIENNA	3,164	8,351	-59.1	-62.1	11,876	18,616	-36.2	-36.2
SEQUOIA	332	843	-57.5	-60.6	1,408	2,410	-41.6	-41.6
TACOMA	15,915	22,798	-24.6	-30.2	53,636	58,183	-7.8	-7.8
TUNDRA	6,944	10,351	-27.5	-32.9	21,658	25,100	-13.7	-13.7
ES	2,827	3,882	-21.4	-27.2	9,079	8,844	2.7	2.7
RX	4,977	9,224	-41.7	-46.0	18,437	18,997	-2.9	-2.9
<b>TOTAL</b>	99,204	149,614	-28.4	-33.7	359,618	381,236	-5.7	-5.7
<b>N.A VEHICLES % OF TOTAL</b>	73.10%	69.60%			72.50%	70.10%		
TOYOTA DIV. IMPORT CAR	11,877	10,145	26.4	17.1	44,862	21,024	113.4	113.4
LEXUS IMPORT CAR	1,500	4,148	-60.9	-63.8	5,304	10,075	-47.4	-47.4
TOYOTA DIV NA BUILT CARS	35,368	60,709	-37.1	-41.7	121,383	166,993	-27.3	-27.3
LEXUS NA BUILT CARS	2,827	3,882	-21.4	-27.2	9,079	8,844	2.7	2.7
<b>TOTAL TMNA CARS</b>	51,572	78,884	-29.4	-34.6	180,628	206,936	-12.7	-12.7
TOYOTA DIV. IMPORT TRUCK	16,868	39,045	-53.3	-56.8	62,438	102,506	-39.1	-39.1
LEXUS IMPORT TRUCK	6,281	11,995	-43.4	-47.6	23,525	28,875	-18.5	-18.5
TOYOTA DIV NA BUILT TRUCK	56,032	75,799	-20.2	-26.1	210,719	186,402	13.0	13.0
LEXUS NA BUILT TRUCK	4,977	9,224	-41.7	-46.0	18,437	18,997	-2.9	-2.9
<b>TOTAL TMNA TRUCK</b>	84,158	136,063	-33.2	-38.1	315,119	336,780	-6.4	-6.4
<b>Selling Days</b>	25	27			76	76		

**TOYOTA U.S. HYBRID SALES SUMMARY**

**March 2020**

**-- CURRENT MONTH --**

**-- CALENDAR YEAR TO DATE --**

	<b>2020</b>	<b>2019</b>	<b>DSR %</b>	<b>VOL%</b>	<b>2020</b>	<b>2019</b>	<b>DSR %</b>	<b>VOL%</b>
TOYOTA PRIUS HYBRID	2,862	5,410	-42.9%	-47.1%	11,483	12,058	-4.8%	-4.8%
TOYOTA COROLLA HYBRID	951	745	37.9%	27.6%	3,529	755	367.4%	367.4%
TOYOTA CAMRY HYBRID	1,506	2,606	-37.6%	-42.2%	5,874	6,366	-7.7%	-7.7%
TOYOTA AVALON HYBRID	348	734	-48.8%	-52.6%	1,256	1,793	-29.9%	-29.9%
TOYOTA MIRAI	31	176	-81.0%	-82.4%	147	347	-57.6%	-57.6%
TOYOTA HIGHLANDER HYBRID	1,344	1,252	15.9%	7.4%	3,698	3,404	8.6%	8.6%
TOYOTA RAV4 HYBRID	5,840	892	607.1%	554.7%	23,736	2,829	739.0%	739.0%
LEXUS ES HYBRID	514	844	-34.2%	-39.1%	1,823	1,890	-3.5%	-3.5%
LEXUS UX HYBRID	620	889	-24.7%	-30.3%	2,101	1,983	6.0%	6.0%
LEXUS NX HYBRID	494	891	-40.1%	-44.6%	1,746	2,301	-24.1%	-24.1%
LEXUS RX HYBRID	873	1,522	-38.1%	-42.6%	3,381	3,441	-1.7%	-1.7%
LEXUS LS HYBRID	5	15	-64.0%	-66.7%	36	33	9.1%	9.1%
LEXUS LC HYBRID	2	4	-46.0%	-50.0%	4	7	-42.9%	-42.9%
<b>TOTAL TMNA HYBRID</b>	<b>15,390</b>	<b>15,980</b>	<b>4.0%</b>	<b>-3.7%</b>	<b>58,814</b>	<b>37,211</b>	<b>58.1%</b>	<b>58.1%</b>
<b>TOTAL TOYOTA HYBRID</b>	<b>12,882</b>	<b>11,815</b>	<b>17.7%</b>	<b>9.0%</b>	<b>49,723</b>	<b>27,552</b>	<b>80.5%</b>	<b>80.5%</b>
<b>TOTAL LEXUS HYBRID</b>	<b>2,508</b>	<b>4,165</b>	<b>-35.0%</b>	<b>-39.8%</b>	<b>9,091</b>	<b>9,659</b>	<b>-5.9%</b>	<b>-5.9%</b>