

Toyota Motor North America Reports December 2020, Year-End Sales

January 05, 2021



PLANO, Texas (January 5, 2021) – Toyota Motor North America (TMNA) today reported December 2020 sales of 249,601 vehicles, an increase of 20.4 percent on a volume basis and up 7.5 percent on a daily selling rate (DSR) basis compared to December 2019.

For calendar year 2020, TMNA reported sales of 2,112,941 vehicles, a decrease of 11.3 percent on a volume and a decrease of 11.9 percent on a DSR basis.

Toyota division posted December sales of 211,378 vehicles, up 22.9 percent on a volume basis and up 9.7 percent on a DSR basis. For the year, Toyota reported sales of 1,837,900 vehicles, down 11.9 percent on a volume basis and down 12.4 percent on a DSR basis.

Lexus division posted December sales of 38,223 vehicles, up 8.2 percent on a volume basis and down 3.4 percent on a DSR basis. For the year, Lexus reported sales of 275,041 vehicles, down 7.7 percent on a volume basis and down 8.3 percent on a DSR basis.

December 2020 and Year-End Highlights

TMNA:

- Number one manufacturer of alternative vehicles sales – hybrids, electrified vehicles, fuel cells – for 21 consecutive years
- December hybrid sales totaled 50,649 vehicles, an increase of 82.8 percent
- 2020 hybrid sales totaled 337,036 vehicles, an increase of 22.7 percent
- Hybrid sales represented nearly 16 percent of TMNA's 2020 sales volume
- With the addition of the all-new Sienna, Venza and Mirai, TMNA now offers 14 hybrids, electrified and fuel cell vehicles in its lineup

Toyota Division:

- Number one retail brand for the 9th consecutive year
- Division's hybrid sales doubled in December; up 26.7 percent in 2020
- Camry best-selling passenger car in the U.S. for 19th consecutive year
- RAV4 best-selling SUV in the U.S. for 4th consecutive year
- Tacoma best-selling small pickup for 16th consecutive year; December sales up 39.7 percent
- Sienna December sales up 45.2 percent
- Pickup sales up 39.5 percent in December
- Tundra December sales up 39.1 percent
- SUV sales up 28.5 percent in December
- All-time best-ever December: division light vehicle sales, division hybrid sales, division light trucks sales, total Highlander, total Rav4, Highlander hybrid, Corolla hybrid, Tacoma, 4Runner
- All-time best-ever month: Tacoma, 4Runner, Highlander hybrid, RAV4 Prime, Corolla hybrid, total hybrid sales, total light truck sales

Lexus Division:

- December sales of 38,223 vehicles represents the best month in 2020
- Luxury utility vehicles (LUV) best-ever December sales of 29,578 vehicle
- Passenger cars December sales up 14 percent, represent the best month in 2020
- December hybrid sales of 5,730 vehicles represents an all-time best-ever month
- Total Lexus division hybrid sales up nearly 2 percent in 2020
- UX and UX hybrid sales best-ever sales year
- December best sales month in 2020: Total RX, total NX, GX, LX, IS, ES, LC, UX

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

TOYOTA U.S. SALES SUMMARY								
December 2020								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2020	2019	DSR %	VOL %	2020	2019	DSR %	VOL %
TOTAL TMNA	249,601	207,373	7.5	20.4	2,112,941	2,383,349	-11.9	-11.3
TOTAL TOYOTA DIV	211,378	172,048	9.7	22.9	1,837,900	2,085,235	-12.4	-11.9
TOTAL LEXUS	38,223	35,325	-3.4	8.2	275,041	298,114	-8.3	-7.7
YARIS	141	932	-86.5	-84.9	6,437	21,916	-70.8	-70.6
COROLLA	25,409	23,742	-4.4	7.0	237,178	304,850	-22.7	-22.2
SUPRA	704	404	55.6	74.3	5,887	2,884	102.8	104.1
86 (INCL FR-S)	205	276	-33.7	-25.7	2,476	3,398	-27.6	-27.1
MIRAI	20	66	-72.9	-69.7	499	1,502	-67.0	-66.8
AVALON	1,913	1,844	-7.4	3.7	18,421	27,767	-34.1	-33.7
PRIUS	4,078	6,058	-39.9	-32.7	43,525	69,718	-38.0	-37.6
CAMRY	30,364	26,309	3.0	15.4	294,348	336,978	-13.2	-12.7
TOTAL TOYOTA DIV. CAR	62,834	59,632	-5.9	5.4	608,771	769,014	-21.3	-20.8
IS	2,289	1,171	74.5	95.5	13,600	14,920	-9.4	-8.8
RC	416	428	-13.2	-2.8	3,808	4,591	-17.6	-17.1
ES	5,101	5,025	-9.4	1.5	43,292	51,336	-16.2	-15.7
GS	85	265	-71.4	-67.9	2,560	3,378	-24.7	-24.2
LS	524	583	-19.8	-10.1	3,617	5,528	-35.0	-34.6
LC	230	114	80.1	101.8	1,325	1,219	8.0	8.7
TOTAL LEXUS CAR	8,645	7,586	1.7	14.0	68,205	80,975	-16.3	-15.8
TOTAL TMNA CAR	71,479	67,218	-5.1	6.3	676,976	849,989	-20.9	-20.4
SIENNA	7,513	5,176	29.6	45.2	42,885	73,585	-42.1	-41.7
C-HR	3,308	3,303	-10.6	0.2	42,936	48,930	-12.8	-12.3
RAV4	46,846	41,282	1.3	13.5	430,387	448,071	-4.6	-3.9
VENZA	4,495	0	0	0	13,073	9	0	0
HIGHLANDER	26,778	20,449	16.9	31.0	212,276	239,438	-11.9	-11.3
4RUNNER	16,869	11,529	30.6	46.3	129,052	131,888	-2.8	-2.2
SEQUOIA	1,048	876	6.8	19.6	7,364	10,289	-28.9	-28.4
LAND CRUISER	606	360	50.3	68.3	3,147	3,536	-11.6	-11.0
TOTAL TOYOTA DIV. SUV	99,950	77,799	14.7	28.5	838,235	882,162	-5.6	-5.0
TACOMA	28,957	20,727	24.7	39.7	238,806	248,801	-4.6	-4.0
TUNDRA	12,124	8,714	24.2	39.1	109,203	111,673	-2.8	-2.2
TOTAL TOYOTA DIV. PICKUP	41,081	29,441	24.6	39.5	348,009	360,474	-4.1	-3.5
TOTAL TOYOTA DIV. TRUCK	148,544	112,416	18.0	32.1	1,229,129	1,316,221	-7.2	-6.6
UX	1,848	1,933	-14.6	-4.4	16,962	16,725	0.8	1.4
NX	8,256	7,955	-7.3	3.8	55,784	58,715	-5.6	-5.0
RX	14,514	14,069	-7.9	3.2	101,059	111,036	-9.6	-9.0
GX	4,139	3,220	14.8	28.5	28,519	25,945	9.2	9.9
LX	821	562	30.4	46.1	4,512	4,718	-5.0	-4.4
TOTAL LEXUS TRUCK	29,578	27,739	-4.8	6.6	206,836	217,139	-5.4	-4.7
TOTAL TMNA TRUCK	178,122	140,155	13.5	27.1	1,435,965	1,533,360	-7.0	-6.4
Selling Days	28	25			309	307		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	December 2020							
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2020	2019	DSR %	VOL %	2020	2019	DSR %	VOL %
COROLLA	12,192	13,451	-19.1	-9.4	116,915	154,355	-24.7	-24.3
CAMRY	30,364	26,308	3.1	15.4	294,342	336,392	-13.1	-12.5
AVALON	1,913	1,844	-7.4	3.7	18,421	27,767	-34.1	-33.7
YARIS SD (INCL YARIS IA)	72	241	-73.3	-70.1	2,454	19,730	-87.6	-87.6
YARIS HB	69	685	-91.0	-89.9	3,953	1,817	116.1	117.6
RAV4	39,336	30,148	16.5	30.5	322,908	256,458	25.1	25.9
HIGHLANDER	26,778	20,449	16.9	31.0	212,276	239,437	-11.9	-11.3
SIENNA	7,513	5,176	29.6	45.2	42,885	73,585	-42.1	-41.7
SEQUOIA	1,048	876	6.8	19.6	7,364	10,289	-28.9	-28.4
TACOMA	28,957	20,727	24.7	39.7	238,806	248,801	-4.6	-4.0
TUNDRA	12,124	8,714	24.2	39.1	109,203	111,673	-2.8	-2.2
ES	5,077	4,824	-6.0	5.2	42,961	45,099	-5.4	-4.7
RX	11,235	12,260	-18.2	-8.4	86,584	94,210	-8.7	-8.1
TOTAL	176,678	145,703	8.3	21.3	1,499,072	1,619,622	-8.0	-7.4
N.A VEHICLES % OF TOTAL	70.8%	70.3%			70.9%	68.0%		
TOYOTA DIV. IMPORT CAR	18,224	17,103	-4.9	6.6	172,686	228,953	-25.1	-24.6
LEXUS IMPORT CAR	3,568	2,762	15.3	29.2	25,244	35,876	-30.1	-29.6
TOYOTA DIV NA BUILT CARS	44,610	42,529	-6.3	4.9	436,085	540,061	-19.8	-19.3
LEXUS NA BUILT CARS	5,077	4,824	-6.0	5.2	42,961	45,099	-5.4	-4.7
TOTAL TMNA CARS	71,479	67,218	-5.1	6.3	676,976	849,989	-20.9	-20.4
TOYOTA DIV. IMPORT TRUCK	32,788	26,326	11.2	24.5	295,687	375,969	-21.9	-21.4
LEXUS IMPORT TRUCK	18,343	15,479	5.8	18.5	120,252	122,929	-2.8	-2.2
TOYOTA DIV NA BUILT TRUCK	115,756	86,090	20.1	34.5	933,442	940,252	-1.4	-0.7
LEXUS NA BUILT TRUCK	11,235	12,260	-18.2	-8.4	86,584	94,210	-8.7	-8.1
TOTAL TMNA TRUCK	178,122	140,155	13.5	27.1	1,435,965	1,533,360	-7.0	-6.4
Selling Days	28	25			309	307		

TOYOTA U.S. HYBRID SALES SUMMARY								
December 2020								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2020	2019	DSR %	VOL%	2020	2019	DSR %	VOL%
TOYOTA PRIUS HYBRID	4,078	6,058	-39.9	-32.7	43,525	69,718	-38.0	-37.6
TOYOTA COROLLA HYBRID	2,436	1,545	40.8	57.7	17,628	16,301	7.4	8.1
TOYOTA CAMRY HYBRID	4,600	2,247	82.8	104.7	33,826	26,043	29.0	29.9
TOYOTA AVALON HYBRID	753	571	17.7	31.9	6,714	6,552	1.8	2.5
TOYOTA MIRAI	20	66	-72.9	-69.7	499	1,502	-67.0	-66.8
TOYOTA SIENNA HYBRID	6,909	0	0	0	9,690	0	0	0
TOYOTA HIGHLANDER HYBRID	9,454	1,796	370.0	426.4	48,455	18,248	163.8	165.5
TOYOTA RAV4 HYBRID	11,104	10,127	-2.1	9.7	115,974	92,525	24.5	25.3
TOYOTA RAV4 PRIME	1,070	0	0	0	3,200	0	0	0
TOYOTA VENZA HYBRID	4,495	0	0	0	13,073	0	0	0
LEXUS ES HYBRID	1,138	1,054	-3.6	8.0	8,784	9,073	-3.8	-3.2
LEXUS GS HYBRID	0	0	0	0	1	7	-85.8	-85.7
LEXUS UX HYBRID	1,370	1,089	12.3	25.8	11,818	8,603	36.5	37.4
LEXUS NX HYBRID	1,434	1,230	4.1	16.6	9,358	9,651	-3.7	-3.0
LEXUS RX HYBRID	1,786	1,907	-16.4	-6.3	14,411	16,116	-11.2	-10.6
LEXUS LS HYBRID	0	20	-100	-100	66	187	-64.9	-64.7
LEXUS LC HYBRID	2	3	-40.5	-33.3	14	37	-62.4	-62.2
TOTAL TMNA HYBRID	50,649	27,713	63.2	82.8	337,036	274,572	22.0	22.7
TOTAL TOYOTA HYBRID	44,919	22,410	79.0	100.4	292,584	230,898	25.9	26.7
TOTAL LEXUS HYBRID	5,730	5,303	-3.5	8.1	44,452	43,674	1.1	1.8

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