

Toyota Motor North America Reports March 2021 U.S. Sales

April 01, 2021



PLANO, Texas (April 1, 2021) – Toyota Motor North America (TMNA) today reported March 2021 U.S. sales of 253,783 vehicles, an increase of 87 percent on a volume basis and up 79.8 percent on a daily selling rate (DSR) basis compared to March 2020.

For the first quarter, TMNA reported U.S. sales of 603,066 vehicles, a 21.6 percent increase on a volume basis and 24.9 percent increase on a DSR basis.

Toyota division posted March sales of 220,597 vehicles, up 83.6 percent on a volume basis and up 76.5 percent on a DSR basis. For the quarter, Toyota reported sales of 528,813 vehicles, up 20.3 percent on a volume basis and up 23.6 percent on a DSR basis.

Lexus division posted March sales of 33,186 vehicles, up 112.9 percent on a volume basis and up 104.7 percent on a DSR basis. For the quarter, Lexus reported sales of 74,253 vehicles, up 31.8 percent on a volume basis and up 35.3 percent on a DSR basis.

March and First Quarter 2021 highlights (*volume basis*)

TMNA:

- Number one manufacturer of APV sales – hybrids, electrified, fuel cell for the month and quarter
- APV sales mix represented nearly 24 percent of TMNA's total March volume; APV sales mix represented nearly 23 percent of total quarterly volume
- March APV sales totaled 60,133 vehicles, an increase of 290.7 percent
- First quarter APV sales totaled 138,326 vehicles, an increase of 152 percent
- Starting in April, TMNA will introduce 25 new, refreshed or special edition vehicles over a 16-month period; two will be battery electric vehicles, one will be a plug-in electric vehicle and nearly half will be sedans
- With the addition of the Lexus LS Hybrid on sale later this spring, TMNA offers 17 hybrids, electrified and fuel cell vehicles in its lineup
- Total passenger car sales up 60.1 percent for the month; up 6.4 percent for the quarter
- Total truck/SUV sales up 103.4 percent for the month; up 30.4 percent for the quarter
- SmartPath and Monogram online sales tools continue to gain momentum and satisfy customers

Toyota Division:

- Division's APV sales more than tripled in March, up 322.8 percent; up 152 percent for the quarter
- APV sales led by RAV4, Sienna, Highlander and Venza
- Prius sales up 140.7 percent in March; up 22.4 percent for the quarter
- Mirai best-ever month and quarter
- Tacoma sales up 69.6 percent in March; up 23.9 percent for the quarter
- Best-ever March sales: total APVs, total light trucks, Corolla Hybrid, Mirai, Prius Prime, 4Runner, Tacoma, RAV4, RAV4 Hybrid, Venza, Highlander, Highlander Hybrid

Lexus Division:

- Division's second best-ever first quarter sales
- Best-ever March sales for Lexus Division
- Division's hybrid sales up 125.9 percent in March; up 43.1 percent for the quarter
- Hybrid sales led by RX, UX and NX
- IS sales up 175.4 percent in March; up 122.3 percent for the quarter
- Passenger car sales up 89.1 percent in March; up 31.0 percent for the quarter
- LUV sales up 122.1 in March; up 31.2 percent for the quarter
- Best-ever March sales: total vehicles, total hybrids, total LUVs, total LC, total NX and NX Hybrid, total RX, RXg, RX L and RX Hybrid L and GX

TOYOTA U.S. SALES SUMMARY								
March 2021								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2021	2020	DSR %	VOL %	2021	2020	DSR %	VOL %
TOTAL TMNA	253,783	135,730	79.8	87.0	603,066	495,747	24.9	21.6
TOTAL TOYOTA DIV.	220,597	120,145	76.5	83.6	528,813	439,402	23.6	20.3
TOTAL LEXUS DIV.	33,186	15,585	104.7	112.9	74,253	56,345	35.3	31.8
YARIS	45	591	-92.7	-92.4	131	2,416	-94.4	-94.6
COROLLA	30,908	19,147	55.2	61.4	72,520	69,214	7.6	4.8
SUPRA	828	273	191.6	203.3	1,725	1,013	74.9	70.3
86 (INCL FR-S)	333	202	58.5	64.9	764	704	11.5	8.5
MIRAI	715	31	2118.0	2207.0	869	147	507.1	491.2
AVALON	2,125	1,020	100.3	108.3	5,136	4,080	29.3	25.9
PRIUS	6,889	2,862	131.4	140.7	14,050	11,483	25.7	22.4
CAMRY	32,541	23,119	35.3	40.8	78,151	77,188	4.0	1.2
TOTAL TOYOTA DIV. CAR	74,384	47,245	51.4	57.4	173,346	166,245	7.1	4.3
IS	2,514	913	164.8	175.4	6,028	2,712	128.3	122.3
RC	357	169	103.1	111.2	777	757	5.4	2.6
ES	4,664	2,854	57.1	63.4	10,192	9,247	13.2	10.2
GS	7	173	-96.1	-96.0	52	624	-91.4	-91.7
LS	403	162	139.2	148.8	1,137	801	45.8	41.9
LC	238	56	308.7	325.0	654	240	179.9	172.5
TOTAL LEXUS DIV. CAR	8,183	4,327	81.8	89.1	18,840	14,383	34.5	31.0
TOTAL TMNA CAR	82,567	51,572	53.9	60.1	192,186	180,628	9.3	6.4
C-HR	4,513	2,972	46.0	51.9	10,401	10,372	3.0	0.3
RAV4	47,078	24,875	82.0	89.3	114,255	97,631	20.2	17.0
VENZA	6,512	0	0	0	13,623	0	0	0
HIGHLANDER	27,993	10,707	151.4	161.4	63,831	47,890	36.9	33.3
4RUNNER	12,955	7,818	59.3	65.7	37,263	28,072	36.3	32.7
SEQUOIA	752	332	117.8	126.5	2,037	1,408	48.6	44.7
LAND CRUISER	640	173	255.7	269.9	1,896	614	217.1	208.8
TOTAL TOYOTA DIV. SUV	100,443	46,877	106.0	114.3	243,306	185,987	34.4	30.8
SIENNA	11,796	3,164	258.5	272.8	26,578	11,876	129.8	123.8
TACOMA	26,993	15,915	63.1	69.6	66,449	53,636	27.2	23.9
TUNDRA	6,981	6,944	-3.3	0.5	19,134	21,658	-9.3	-11.7
TOTAL TOYOTA DIV. PICKUP	33,974	22,859	42.9	48.6	85,583	75,294	16.7	13.7
TOTAL TOYOTA DIV. TRUCK	146,213	72,900	92.9	100.6	355,467	273,157	33.6	30.1
UX	1,826	984	78.4	85.6	3,993	3,838	6.9	4.0
NX	6,466	3,175	95.8	103.7	14,462	11,309	31.3	27.9
RX	12,950	5,534	125.0	134.0	27,941	20,847	37.7	34.0
GX	3,337	1,350	137.7	147.2	7,677	5,122	53.9	49.9
LX	424	215	89.6	97.2	1,340	846	62.7	58.4
TOTAL LEXUS DIV. TRUCK	25,003	11,258	113.5	122.1	55,413	41,962	35.6	32.1
TOTAL TMNA TRUCK	171,216	84,158	95.6	103.4	410,880	315,119	33.9	30.4
Selling Days	26	25			74	76		

DSR = Daily Selling Rate

TOYOTA U.S. ALTERNATIVE POWERED SALES SUMMARY

March 2021

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2021	2020	DSR %	VOL%	2021	2020	DSR %	VOL%
TOYOTA PRIUS HYBRID	3,279	1,942	62.4	68.8	7,051	7,270	-0.4	-3.0
TOYOTA PRIUS PRIME	3,610	920	277.3	292.4	6,999	4,213	70.6	66.1
TOYOTA COROLLA HYBRID	3,275	951	231.1	244.4	7,301	3,529	112.5	106.9
TOYOTA CAMRY HYBRID	4,171	1,506	166.3	177.0	10,264	5,874	79.5	74.7
TOYOTA AVALON HYBRID	909	348	151.2	161.2	2,088	1,256	70.7	66.2
TOYOTA MIRAI	715	31	2118.0	2207.0	869	147	507.1	491.2
TOYOTA SIENNA HYBRID	11,634	0	0	0	26,044	0	0	0
TOYOTA HIGHLANDER HYBRID	7,557	1,344	440.7	462.3	18,816	3,698	422.6	408.8
TOYOTA RAV4 HYBRID	11,692	5,840	92.5	100.2	29,471	23,736	27.5	24.2
TOYOTA RAV4 PRIME	1,114	0	0	0	2,792	0	0	0
TOYOTA VENZA HYBRID	6,512	0	0	0	13,623	0	0	0
LEXUS ES HYBRID	1,090	514	103.9	112.1	2,500	1,823	40.8	37.1
LEXUS GS HYBRID	0	0	0	0	1	0	0	0
LEXUS UX HYBRID	1,323	620	105.2	113.4	2,898	2,101	41.7	37.9
LEXUS NX HYBRID	1,205	494	134.5	143.9	2,872	1,746	68.9	64.5
LEXUS RX HYBRID	2,046	873	125.4	134.4	4,730	3,381	43.7	39.9
LEXUS LS HYBRID	1	5	-80.8	-80.0	4	36	-88.6	-88.9
LEXUS LC HYBRID	0	2	-100	-100	3	4	-23.0	-25.0
TOTAL TMNA HYBRID	60,133	15,390	275.7	290.7	138,326	58,814	141.5	135.2
TOTOL TOYOTA HYBRID	54,468	12,882	306.6	322.8	125,318	49,723	158.8	152.0
TOTAL LEXUS HYBRID	5,665	2,508	117.2	125.9	13,008	9,091	47.0	43.1
Selling Days	26	25			74	76		