

Toyota Motor North America Reports U.S. December, Year-End 2021 Sales

January 04, 2022



PLANO, Texas (Jan. 4, 2022) – Toyota Motor North America (TMNA) today reported December U.S. 2021 sales of 174,115 vehicles, a decrease of 30.2 percent on a volume basis and down 27.7 percent on a daily selling rate (DSR) basis compared to December 2020.

For calendar year 2021, TMNA reported U.S. sales of 2,332,262 vehicles, an increase of 10.4 percent on a volume basis and an increase of 11.5 percent on a DSR basis.

Toyota division posted December U.S. sales of 150,072 vehicles, down 29.0 percent on a volume basis and down 26.4 percent on a DSR basis. For the year, Toyota reported U.S. sales of 2,027,786 vehicles, up 10.3 percent on a volume basis and up 11.4 percent on a DSR basis.

Lexus division posted December U.S. sales of 24,043 vehicles, down 37.1 percent on a volume basis and down 34.8 percent on a DSR basis. For the year, Lexus reported U.S. sales of 304,476 vehicles, up 10.7 percent on a volume basis and up 11.8 percent on a DSR basis.

“Despite a second consecutive year of challenges, TMNA focused on delivering an exceptional customer

experience, and we remain optimistic as our electrification strategy further evolves,” said Jack Hollis, senior vice president, Automotive Operations Group, TMNA. “Thanks to our phenomenal dealers and world-class purchasing and manufacturing teams, our inventory continues to improve and we’re preparing to introduce 21 all-new, refreshed or special edition vehicles in 2022.”

Year-End Highlights

TMNA:

- Number one seller of EPVs for 22 consecutive years
- 2021 EPV sales totaled 583,697 vehicles, an increase of 73.2 percent
- EPV sales make up one-quarter of TMNA’s 2021 sales volume
- 18 total EPVs available in dealerships between both the Toyota and Lexus brands, the most among any automaker, with two more in showrooms by middle of 2022
- TMNA passenger cars make up approximately 22 percent of the segment – a record – and will finish number one in segment for the 10th consecutive year, and number one for 18 of the past 19 years.
- Announced new investments totaling nearly \$3 billion into U.S. manufacturing operations, including the company’s new battery manufacturing facility in North Carolina to produce lithium-ion batteries; these investments will result in 4,650 new jobs across four states to support and produce new products including future electrics
- TMNA’s digital retail sales of new vehicles through its SmartPath and Monogram platforms surged past 50,000 at nearly 140 dealers; more than 300 dealers will go live on both platforms by middle of 2022

Toyota Division:

- Number one retail brand for the 10th consecutive year
- Number one passenger car market share for 10th consecutive year
- Division’s EPV sales up 80.6 percent in 2021
- Camry best-selling passenger car in the U.S. for 20th consecutive year
- RAV4 best-selling SUV in the U.S. for 5th consecutive year
- Sienna best-selling retail small van in the U.S. for the first-time ever
- Tacoma best-selling small pickup for 17th consecutive year
- All-time best-ever year for:
 - Total EPV
 - Total Light Truck
 - Corolla Hybrid
 - Mirai
 - RAV4 Hybrid
 - RAV4 Prime
 - Highlander Hybrid
 - Sienna
 - 4Runner
 - Tacoma

Lexus Division:

- Division’s EPV sales up 24.6 percent in 2021
- Number one light truck market share for 23rd consecutive year
- NX (gas, hybrid and plug-in) best-selling entry luxury SUV
- Passenger car sales up 12.9 percent in 2021; IS sees 61.8 percent increase

- All-time best-ever year for:
 - Total EPV
 - Total Light Truck
 - Total RX
 - Total UX (UX and UX Hybrid)
 - Total LC (LC, LC Convertible and LC Hybrid)
 - NX Hybrid
 - ES AWD

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

TOYOTA U.S. SALES SUMMARY								
December 2021								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2021	2020	DSR %	VOL %	2021	2020	DSR %	VOL %
TOTAL TMNA	174,115	249,601	-27.7	-30.2	2,332,262	2,112,941	11.5	10.4
TOTAL TOYOTA DIV.	150,072	211,378	-26.4	-29.0	2,027,786	1,837,900	11.4	10.3
TOTAL LEXUS DIV.	24,043	38,223	-34.8	-37.1	304,476	275,041	11.8	10.7
YARIS	0	141	-100	-100	205	6,437	-96.8	-96.8
COROLLA	13,940	25,409	-43.1	-45.1	248,993	237,178	6.0	5.0
SUPRA	483	704	-28.9	-31.4	6,830	5,887	17.2	16.0
GR86 (INCL FR-S)	107	205	-45.9	-47.8	1,152	2,476	-53.0	-53.5
MIRAI	28	20	45.2	40.0	2,629	499	432.0	426.9
AVALON	1,122	1,913	-39.2	-41.3	19,460	18,421	6.7	5.6
PRIUS	3,946	4,078	0.3	-3.2	59,010	43,525	36.9	35.6
CAMRY	20,074	30,364	-31.4	-33.9	313,795	294,348	7.7	6.6
TOTAL TOYOTA DIV. CAR	39,700	62,834	-34.5	-36.8	652,074	608,771	8.2	7.1
IS	1,393	2,289	-36.9	-39.1	21,998	13,600	63.3	61.8
RC	94	416	-76.6	-77.4	2,987	3,808	-20.8	-21.6
ES	4,028	5,101	-18.1	-21.0	45,406	43,292	5.9	4.9
GS	1	85	-98.8	-98.8	76	2,560	-97.0	-97.0
LS	178	524	-64.8	-66.0	3,739	3,617	4.4	3.4
LC	145	230	-34.6	-37.0	2,782	1,325	112.0	110.0
TOTAL LEXUS DIV. CAR	5,839	8,645	-30.0	-32.5	76,989	68,205	14.0	12.9
TOTAL TMNA CAR	45,539	71,479	-33.9	-36.3	729,063	676,976	8.7	7.7
C-HR	941	3,308	-70.5	-71.6	35,707	42,936	-16.0	-16.8
RAV4	34,609	46,846	-23.4	-26.1	407,739	430,387	-4.3	-5.3
COROLLA CROSS	3,500	0	0	0	7,203	0	0	0
FJ CRUISER	0	0	0	0	1	0	0	0
VENZA	5,128	4,495	18.3	14.1	61,988	13,073	378.8	374.2
HIGHLANDER	19,270	26,778	-25.4	-28.0	264,128	212,276	25.6	24.4
4RUNNER	14,851	16,869	-8.7	-12.0	144,696	129,052	13.2	12.1
SEQUOIA	805	1,048	-20.3	-23.2	8,070	7,364	10.7	9.6
LAND CRUISER	13	606	-97.8	-97.9	3,711	3,147	19.1	17.9
TOTAL TOYOTA DIV. SUV	79,117	99,950	-17.9	-20.8	933,243	838,235	12.4	11.3
SIENNA	8,082	7,513	11.6	7.6	107,990	42,885	154.3	151.8
TACOMA	19,423	28,957	-30.4	-32.9	252,520	238,806	6.8	5.7
TUNDRA	3,750	12,124	-67.9	-69.1	81,959	109,203	-24.2	-24.9
TOTAL TOYOTA DIV. PICKUP	23,173	41,081	-41.5	-43.6	334,479	348,009	-2.9	-3.9
TOTAL TOYOTA DIV. TRUCK	110,372	148,544	-22.9	-25.7	1,375,712	1,229,129	13.0	11.9
UX	1,577	1,848	-11.5	-14.7	17,581	16,962	4.7	3.6
NX	1,516	8,256	-81.0	-81.6	58,514	55,784	5.9	4.9
RX	11,594	14,514	-17.2	-20.1	115,320	101,059	15.2	14.1
GX	3,007	4,139	-24.7	-27.3	32,509	28,519	15.1	14.0
LX	510	821	-35.6	-37.9	3,563	4,512	-20.3	-21.0
TOTAL LEXUS DIV. TRUCK	18,204	29,578	-36.2	-38.5	227,487	206,836	11.1	10.0
TOTAL TMNA TRUCK	128,576	178,122	-25.1	-27.8	1,603,199	1,435,965	12.7	11.6
Selling Days	27	28			306	309		

DSR = Daily Selling Rate

TOYOTA U.S. ELECTRIFIED POWERED SALES SUMMARY								
December 2021								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2021	2020	DSR %	VOL%	2021	2020	DSR %	VOL%
TOYOTA PRIUS HYBRID	2,792	2,471	17.2	13.0	33,968	28,827	19.0	17.8
TOYOTA PRIUS PRIME	1,154	1,607	-25.5	-28.2	25,042	14,698	72.0	70.4
TOYOTA COROLLA HYBRID	2,819	2,436	20.0	15.7	27,576	17,628	58.0	56.4
TOYOTA CAMRY HYBRID	2,446	4,600	-44.9	-46.8	46,399	33,826	38.5	37.2
TOYOTA AVALON HYBRID	559	753	-23.0	-25.8	9,734	6,714	46.4	45.0
TOYOTA MIRAI	28	20	45.2	40.0	2,629	499	432.0	426.9
TOYOTA SIENNA HYBRID	8,080	6,909	21.3	16.9	107,130	9,690	1,016.0	1,006.0
TOYOTA HIGHLANDER HYBRID	5,263	9,454	-42.3	-44.3	65,167	48,455	35.8	34.5
TOYOTA RAV4 HYBRID	13,214	11,104	23.4	19.0	120,983	115,974	5.3	4.3
TOYOTA RAV4 PRIME	2,185	1,070	111.8	104.2	27,707	3,200	774.3	765.8
TOYOTA VENZA HYBRID	5,128	4,495	18.3	14.1	61,988	13,073	378.8	374.2
LEXUS ES HYBRID	1,024	1,138	-6.7	-10.0	12,990	8,784	49.3	47.9
LEXUS UX HYBRID	1,142	1,370	-13.6	-16.6	12,672	11,818	8.3	7.2
LEXUS NX HYBRID	473	1,434	-65.8	-67.0	10,614	9,358	14.5	13.4
LEXUS NX PLUG-IN HYBRID	18	0	0	0	18	0	0	0
LEXUS RX HYBRID	1,812	1,786	5.2	1.5	18,981	14,411	33.0	31.7
LEXUS LS HYBRID	7	0	0	0	84	66	28.5	27.3
LEXUS LC HYBRID	1	2	-48.1	-50.0	14	14	1.0	0
TOTAL TMNA EPV	48,145	50,649	-1.4	-4.9	583,697	337,036	74.9	73.2
TOTAL TOYOTA EPV	43,668	44,919	0.8	-2.8	528,323	292,584	82.3	80.6
TOTAL LEXUS EPV	4,477	5,730	-19.0	-21.9	55,374	44,452	25.8	24.6
TOTAL TMNA EPV SALES RATIO	27.7%	20.3%			25.0%	16.0%		
Selling Days	27	28			306	309		

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Updated January 7, 2022.