

# Toyota Motor North America Reports U.S. Sales for June, First Half of 2019

July 02, 2019



**PLANO, Texas (July 2, 2019)** – Toyota Motor North America (TMNA) today reported June 2019 sales of 202,352 vehicles, a decrease of 3.5 percent on a volume basis and an increase of 0.3 percent on a daily selling rate (DSR) basis versus June 2018.

For the first half of the year, TMNA reported sales of 1,152,108 vehicles, down 3.1 percent on a volume basis versus the same period in 2018. On a DSR basis, sales were down 2.5 percent versus last year.

Toyota division posted June 2019 sales of 179,305 vehicles, down 3.5 percent on a volume basis and up 0.2 percent on a DSR basis.

“As we close out the second quarter, our sales are heating up, led by the red-hot RAV4, Tacoma and light trucks. New technology and improved styling has made our hybrid game better than ever, taking our sales up more than 31 percent from last June,” said Jack Hollis, group vice president and general manager, Toyota division. “With the momentum we gained in the second quarter, we’re looking forward to continued sales success through the back half of 2019, with the return of the iconic Supra, launch of the all-new Highlander, and a few other surprises that you won’t want to miss.”

Lexus division posted June 2019 sales of 23,047 vehicles, down 3.0 percent on a volume basis and up 0.8 percent on a DSR basis. Lexus finished the first half of the year up 0.5 percent versus the same period in 2018.

“Lexus continues to advance with the launch of the new Lexus RC F and the brand’s continued growth in hybrid leadership, an increase of more than 64 percent for the first half,” said David Christ, group vice president and general manager, Lexus division. “In the first half of the year, we saw our luxury SUV segment achieve double digit growth, led by the Lexus RX, NX and all-new UX. This fall, we look forward to solidifying our luxury leadership with the new Lexus RX and GX.”

### **June and First Half 2019 Highlights**

- RAV4 sales up 3.8 percent, marking a best-ever June; an increase of 1.1 percent year-to-date (YTD)
- Tacoma up 4.8 percent YTD; marking a best-ever quarter and a best-ever first half
- Corolla sales increased 2.5 percent; Corolla Hatchback up 13.9 percent in June
- Mirai sales increased 61.2 percent, marking a best-ever June; up 29.6 percent YTD
- Camry sales increased 2.4 percent in June
- Sienna sales increased 0.9 percent in June
- Land Cruiser sales increased 17.2 percent in June; up 6.9 percent YTD
- Total Toyota Hybrid sales up 31.7 percent in June; up 29.8 percent for the quarter
- RC sales increased 16.2 percent in June; up 20.6 percent YTD
- ES sales increased 21.1 percent; up 20.5 percent YTD
- UX sales of 1,351 units in June
- RXh sales increased 5.1 percent for the quarter, up 24.2 percent YTD
- NXh sales increased 11.7 percent YTD
- Total Lexus Hybrid sales increased 21.3 percent in June; up 63.4 percent YTD

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

TOYOTA U.S. SALES SUMMARY								
June 2019								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
<b>TOTAL TMNA</b>	<b>202,352</b>	<b>209,602</b>	<b>0.3</b>	<b>-3.5</b>	<b>1,152,108</b>	<b>1,189,311</b>	<b>-2.5</b>	<b>-3.1</b>
TOTAL TOYOTA DIV	179,305	185,852	0.2	-3.5	1,016,373	1,054,311	-3.0	-3.6
TOTAL LEXUS	23,047	23,750	0.8	-3.0	135,735	135,000	1.2	0.5
YARIS	1,925	2,462	-18.8	-21.8	16,657	16,616	0.9	0.2
tC	0	0	0.0	0.0	0	1	-100.0	-100.0
COROLLA	28,869	28,168	6.4	2.5	152,868	161,462	-4.7	-5.3
86 (INCL FR-S)	259	368	-26.9	-29.6	1,661	2,288	-26.9	-27.4
MIRAI	166	103	67.4	61.2	963	743	30.5	29.6
AVALON	2,616	2,996	-9.3	-12.7	14,857	19,495	-23.3	-23.8
PRIUS	5,769	7,844	-23.6	-26.5	29,241	46,171	-36.3	-36.7
CAMRY	28,889	28,215	6.3	2.4	176,008	178,795	-0.9	-1.6
<b>TOTAL TOYOTA DIV. CAR</b>	<b>68,493</b>	<b>70,157</b>	<b>1.4</b>	<b>-2.4</b>	<b>392,255</b>	<b>425,572</b>	<b>-7.2</b>	<b>-7.8</b>
CT	0	0	0	0	0	4	-100.0	-100.0
IS	1,560	2,017	-19.7	-22.7	8,362	11,296	-25.5	-26.0
RC	381	328	20.6	16.2	2,109	1,749	21.4	20.6
ES	4,350	3,592	25.8	21.1	23,980	19,901	21.3	20.5
GS	214	602	-63.1	-64.5	1,730	3,688	-52.8	-53.1
LS	357	789	-53.0	-54.8	2,697	4,369	-37.9	-38.3
LC	89	161	-42.6	-44.7	668	1016	-33.8	-34.3
LFA	0	0	0	0	3	2	51	50
<b>TOTAL LEXUS CAR</b>	<b>6,951</b>	<b>7,489</b>	<b>-3.6</b>	<b>-7.2</b>	<b>39,549</b>	<b>42,025</b>	<b>-5.3</b>	<b>-5.9</b>
<b>TOTAL TMNA CAR</b>	<b>75,444</b>	<b>77,646</b>	<b>0.9</b>	<b>-2.8</b>	<b>431,804</b>	<b>467,597</b>	<b>-7.1</b>	<b>-7.7</b>
SIENNA	7,163	7,101	4.8	0.9	41,083	46,003	-10.1	-10.7
C-HR	3,640	4,331	-12.7	-16.0	25,811	26,239	-1.0	-1.6
RAV4	39,152	37,722	7.8	3.8	200,610	198,392	1.8	1.1
FJ CRUISER	0	0	0	0	1	1	0.7	0
VENZA	0	0	0	0	2	0	0	0
HIGHLANDER	19,824	21,604	-4.7	-8.2	111,183	114,254	-2.1	-2.7
4RUNNER	9,638	11,569	-13.5	-16.7	62,873	64,828	-2.4	-3.0
SEQUOIA	769	885	-9.8	-13.1	4,564	5,441	-15.6	-16.1
LAND CRUISER	272	232	21.8	17.2	1,628	1,523	7.6	6.9
<b>TOTAL TOYOTA DIV. SUV</b>	<b>73,295</b>	<b>76,343</b>	<b>-0.3</b>	<b>-4.0</b>	<b>406,672</b>	<b>410,678</b>	<b>-0.3</b>	<b>-1.0</b>
TACOMA	20,476	22,296	-4.6	-8.2	121,866	116,266	5.5	4.8
TUNDRA	9,878	9,955	3.0	-0.8	54,497	55,792	-1.7	-2.3
<b>TOTAL TOYOTA DIV. PICKUP</b>	<b>30,354</b>	<b>32,251</b>	<b>-2.3</b>	<b>-5.9</b>	<b>176,363</b>	<b>172,058</b>	<b>3.2</b>	<b>2.5</b>
<b>TOTAL TOYOTA DIV. TRUCK</b>	<b>110,812</b>	<b>115,695</b>	<b>-0.5</b>	<b>-4.2</b>	<b>624,118</b>	<b>628,739</b>	<b>-0.1</b>	<b>-0.7</b>
UX	1,351	0	0.0	0.0	7,969	0	0.0	0.0
NX	4,248	4,862	-9.3	-12.6	26,876	28,672	-5.7	-6.3
RX	8,228	8,854	-3.5	-7.1	48,061	50,051	-3.3	-4.0
GX	1,947	2,149	-5.9	-9.4	10,971	11,670	-5.4	-6.0
LX	322	396	-15.6	-18.7	2,309	2,582	-10.0	-10.6
<b>TOTAL LEXUS TRUCK</b>	<b>16,096</b>	<b>16,261</b>	<b>2.8</b>	<b>-1.0</b>	<b>96,186</b>	<b>92,975</b>	<b>4.1</b>	<b>3.5</b>
<b>TOTAL TMNA TRUCK</b>	<b>126,908</b>	<b>131,956</b>	<b>-0.1</b>	<b>-3.8</b>	<b>720,304</b>	<b>721,714</b>	<b>0.5</b>	<b>-0.2</b>
Selling Days	26	27			153	154		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	June 2019							
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	5,871	25,947	-76.5	-77.4	92,875	149,805	-37.6	-38.0
CAMRY	28,857	27,030	10.9	6.8	175,477	166,710	5.9	5.3
AVALON	2,616	2,996	-9.3	-12.7	14,857	19,495	-23.3	-23.8
YARIS SD (INCL YARIS IA)	1,900	2,315	-14.8	-17.9	16,333	15,745	4.4	3.7
RAV4	25,451	16,112	64.0	58.0	90,945	86,524	5.8	5.1
VENZA	0	0	0.0	0.0	2	0	0.0	0.0
HIGHLANDER	19,824	21,604	-4.7	-8.2	111,182	114,254	-2.1	-2.7
SIENNA	7,163	7,101	4.8	0.9	41,083	46,003	-10.1	-10.7
SEQUOIA	769	885	-9.8	-13.1	4,564	5,441	-15.6	-16.1
TACOMA	20,476	22,296	-4.6	-8.2	121,866	116,266	5.5	4.8
TUNDRA	9,878	9,955	3.0	-0.8	54,497	55,792	-1.7	-2.3
ES	3,803	3,167	24.7	20.1	19,336	17,711	9.9	9.2
RX	6,991	5,952	22.0	17.5	39,880	38,320	4.8	4.1
<b>TOTAL</b>	<b>133,599</b>	<b>145,360</b>	<b>-4.6</b>	<b>-8.1</b>	<b>782,897</b>	<b>832,066</b>	<b>-5.3</b>	<b>-5.9</b>
<b>N.A VEHICLES % OF TOTAL</b>	<b>66.0%</b>	<b>69.4%</b>			<b>68.0%</b>	<b>70.0%</b>		
TOYOTA DIV. IMPORT CAR	29,249	11,869	155.9	146.4	92,713	73,817	26.4	25.6
LEXUS IMPORT CAR	3,148	4,322	-24.4	-27.2	20,213	24,314	-16.3	-16.9
TOYOTA DIV NA BUILT CARS	39,244	58,288	-30.1	-32.7	299,542	351,755	-14.3	-14.8
LEXUS NA BUILT CARS	3,803	3,167	24.7	20.1	19,336	17,711	9.9	9.2
<b>TOTAL TMNA CARS</b>	<b>75,444</b>	<b>77,646</b>	<b>0.9</b>	<b>-2.8</b>	<b>431,804</b>	<b>467,597</b>	<b>-7.1</b>	<b>-7.7</b>
TOYOTA DIV. IMPORT TRUCK	27,251	37,742	-25.0	-27.8	199,979	204,459	-1.6	-2.2
LEXUS IMPORT TRUCK	9,105	10,309	-8.3	-11.7	56,306	54,655	3.7	3.0
TOYOTA DIV NA BUILT TRUCK	83,561	77,953	11.3	7.2	424,139	424,280	0.6	0.0
LEXUS NA BUILT TRUCK	6,991	5,952	22.0	17.5	39,880	38,320	4.8	4.1
<b>TOTAL TMNA TRUCK</b>	<b>126,908</b>	<b>131,956</b>	<b>-0.1</b>	<b>-3.8</b>	<b>720,304</b>	<b>721,714</b>	<b>0.5</b>	<b>-0.2</b>
<b>Selling Days</b>	26	27			153	154		

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

June 2019

	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL%	2019	2018	DSR %	VOL%
TOYOTA PRIUS HYBRID	5,769	7,844	-23.6%	-26.5%	29,241	46,171	-36.3%	-36.7%
TOYOTA COROLLA HYBRID	1,614	0	0.0%	0.0%	5,616	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	2,372	2,040	20.7%	16.3%	13,857	11,153	25.1%	24.2%
TOYOTA AVALON HYBRID	603	872	-28.2%	-30.8%	3,766	4,065	-6.8%	-7.4%
TOYOTA MIRAI	166	103	67.4%	61.2%	963	743	30.5%	29.6%
TOYOTA HIGHLANDER HYBRID	1,646	1,361	25.6%	20.9%	7,942	7,892	1.3%	0.6%
TOYOTA RAV4 HYBRID	9,013	3,866	142.1%	133.1%	29,319	23,213	27.1%	26.3%
LEXUS ES HYBRID	732	402	89.1%	82.1%	3,982	1,990	101.4%	100.1%
LEXUS GS HYBRID	0	7	-100.0%	-100.0%	6	25	-75.8%	-76.0%
LEXUS UX HYBRID	636	0	0.0%	0.0%	3,902	0	0.0%	0.0%
LEXUS NX HYBRID	620	826	-22.0%	-24.9%	4,358	3,903	12.4%	11.7%
LEXUS RX HYBRID	1,242	1,392	-7.3%	-10.8%	7,205	5,799	25.1%	24.2%
LEXUS LS HYBRID	19	40	-50.7%	-52.5%	92	191	-51.5%	-51.8%
LEXUS LC HYBRID	0	11	-100.0%	-100.0%	18	62	-70.8%	-71.0%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
<b>TOTAL TMNA HYBRID</b>	<b>24,432</b>	<b>18,764</b>	<b>35.2%</b>	<b>30.2%</b>	<b>110,267</b>	<b>105,212</b>	<b>5.5%</b>	<b>4.8%</b>
<b>TOTAL TOYOTA HYBRID</b>	<b>21,183</b>	<b>16,086</b>	<b>36.8%</b>	<b>31.7%</b>	<b>90,704</b>	<b>93,238</b>	<b>-2.1%</b>	<b>-2.7%</b>
<b>TOTAL LEXUS HYBRID</b>	<b>3,249</b>	<b>2,678</b>	<b>26.0%</b>	<b>21.3%</b>	<b>19,563</b>	<b>11,974</b>	<b>64.5%</b>	<b>63.4%</b>