

Toyota Motor North America Reports August 2019 Sales

September 04, 2019



- Toyota division up 12.3 percent; marking a best-ever August
- Total Toyota car sales increased 6.8 percent
- Hybrid sales up 68.3 percent for Toyota division and 44.2 percent for Lexus division

PLANO, Texas (September 4, 2019)– Toyota Motor North America (TMNA) today reported August 2019 sales of 248,334 vehicles, an increase of 11.3 percent on a volume basis and up 7.4 percent on daily selling rate (DSR) basis versus August 2018.

Toyota division achieved a best-ever August, posting sales of 218,403 units, up 12.3 percent on a volume basis and up 8.3 percent on a DSR basis.

Lexus division posted August sales of 29,931 vehicles, up 4.6 percent on a volume basis and up 0.8 percent on a DSR basis.

August 2019 Highlights

- Highlander sales increased 21.7 percent; marking a best-ever month
- RAV4 sales up 17.2 percent; a best-ever August
- Tacoma sales increased 14.8 percent; a best-ever August
- 4Runner sales increased 3.1 percent; marking a best-ever August
- CH-R sales up 29.1 percent; a best-ever August
- Prius sales up 1.8 percent; with Prius Prime achieving a best-ever August
- Corolla sales increased 15.2 percent; with Corolla Hatchback marking a best-ever August
- 86 sales up 11.3 percent
- Camry sales increased 6.1 percent
- Avalon sales up 29.8 percent
- Sequoia sales increased 42.9 percent
- Land Cruiser sales increased 3.7 percent
- Tundra sales up 12.4 percent
- The all-new Supra completed the first full month of sales; with 643 vehicles sold
- Total Toyota division cars sales up 8.4 percent
- Total Toyota division SUV sales increased 17.0 percent
- Total Toyota division light trucks up 14.5 percent; marking a best-ever month
- Total Toyota division hybrid sales up 68.3 percent
- RX sales increased 7.6 percent
- ES sales up 20.3 percent
- RC sales increased 47.4 percent
- LX sales increased 9.9 percent
- Total Lexus division luxury SUV (LUV) sales up 9.2 percent; marking a best-ever August
- Total Lexus division hybrid sales increased 44.2 percent

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

TOYOTA U.S. SALES SUMMARY								
August 2019								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
TOTAL TMNA	248,334	223,055	7.4	11.3	1,609,646	1,621,136	-1.2	-0.7
TOTAL TOYOTA DIV	218,403	194,433	8.3	12.3	1,418,955	1,432,111	-1.4	-0.9
TOTAL LEXUS	29,931	28,622	0.8	4.6	190,691	189,025	0.4	0.9
YARIS	831	2,290	-65.0	-63.7	18,858	21,374	-12.2	-11.8
tC	0	0	0.0	0.0	0	1	-100.0	-100.0
COROLLA	30,121	26,155	11.1	15.2	213,624	214,371	-0.8	-0.3
SUPRA	643	0	0	0	963	0	0	0.0
86 (INCL FR-S)	345	310	7.3	11.3	2,306	2,898	-20.8	-20.4
MIRAI	98	116	-18.5	-15.5	1,187	996	18.6	19.2
AVALON	3,064	2,361	25.1	29.8	20,626	24,429	-16.0	-15.6
PRIUS	8,261	8,111	-1.8	1.8	44,094	61,547	-28.7	-28.4
CAMRY	31,986	30,141	2.3	6.1	235,128	235,247	-0.5	-0.1
TOTAL TOYOTA DIV. CAR	75,349	69,484	4.6	8.4	536,786	560,864	-4.8	-4.3
CT	0	0	0	0	0	4	-100.0	-100.0
IS	1,363	2,231	-41.1	-38.9	11,056	15,595	-29.4	-29.1
RC	482	327	42.1	47.4	3,028	2,335	29.0	29.7
ES	5,636	4,686	16.0	20.3	34,576	29,138	18.1	18.7
GS	342	549	-39.9	-37.7	2,377	4,707	-49.7	-49.5
LS	509	923	-46.8	-44.9	3,602	6,004	-40.3	-40.0
LC	84	210	-61.4	-60.0	848	1,392	-39.4	-39.1
LFA	0	0	0	0	3	2	49	50
TOTAL LEXUS CAR	8,416	8,926	-9.1	-5.7	55,490	59,177	-6.7	-6.2
TOTAL TMNA CAR	83,765	78,410	3.0	6.8	592,276	620,041	-4.9	-4.5
SIENNA	6,172	7,092	-16.1	-13.0	53,807	59,852	-10.5	-10.1
C-HR	4,935	3,823	24.5	29.1	34,337	33,750	1.2	1.7
RAV4	49,481	42,222	13.0	17.2	289,736	281,707	2.4	2.9
FJ CRUISER	0	0	0	0	1	1	-0.5	0
VENZA	2	0	0	0	4	0	0	0
HIGHLANDER	28,364	23,300	17.4	21.7	161,875	158,713	1.5	2.0
4RUNNER	13,258	12,862	-0.6	3.1	86,218	90,134	-4.8	-4.3
SEQUOIA	1,122	785	37.8	42.9	6,727	7,133	-6.1	-5.7
LAND CRUISER	283	273	0.0	3.7	2,160	1,985	8.3	8.8
TOTAL TOYOTA DIV. SUV	97,445	83,265	12.9	17.0	581,058	573,423	0.8	1.3
TACOMA	27,010	23,534	10.7	14.8	169,292	161,644	4.2	4.7
TUNDRA	12,427	11,058	8.4	12.4	78,012	76,328	1.7	2.2
TOTAL TOYOTA DIV. PICKUP	39,437	34,592	9.9	14.0	247,304	237,972	3.4	3.9
TOTAL TOYOTA DIV. TRUCK	143,054	124,949	10.4	14.5	882,169	871,247	0.8	1.3
UX	1,629	0	0.0	0.0	11,001	0	0.0	0.0
NX	5,138	5,644	-12.2	-9.0	36,437	38,969	-7.0	-6.5
RX	11,700	10,875	3.7	7.6	69,008	70,706	-2.9	-2.4
GX	2,604	2,773	-9.4	-6.1	15,669	16,817	-7.3	-6.8
LX	444	404	6.0	9.9	3,086	3,356	-8.5	-8.0
TOTAL LEXUS TRUCK	21,515	19,696	5.3	9.2	135,201	129,848	3.6	4.1
TOTAL TMNA TRUCK	164,569	144,645	9.7	13.8	1,017,370	1,001,095	1.1	1.6
Selling Days	28	27			206	205		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	August 2019							
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	8,529	23,777	-65.4	-64.1	110,144	198,171	-44.7	-44.4
CAMRY	31,973	29,209	5.6	9.5	234,563	221,078	5.6	6.1
AVALON	3,064	2,361	25.1	29.8	20,626	24,429	-16.0	-15.6
YARIS SD (INCL YARIS IA)	819	2,062	-61.7	-60.3	18,503	20,113	-8.5	-8.0
YARIS HB	0	0	0.0	0.0	0	0	0.0	0.0
RAV4	30,645	13,819	113.8	121.8	146,779	117,233	24.6	25.2
VENZA	2	0	0.0	0.0	4	0	0.0	0.0
HIGHLANDER	28,364	23,300	17.4	21.7	161,874	158,713	1.5	2.0
SIENNA	6,172	7,092	-16.1	-13.0	53,807	59,852	-10.5	-10.1
SEQUOIA	1,122	785	37.8	42.9	6,727	7,133	-6.1	-5.7
TACOMA	27,010	23,534	10.7	14.8	169,292	161,644	4.2	4.7
TUNDRA	12,427	11,058	8.4	12.4	78,012	76,328	1.7	2.2
ES	5,227	4,232	19.1	23.5	29,127	25,996	11.5	12.0
RX	9,950	7,961	20.5	25.0	57,764	53,584	7.3	7.8
TOTAL	165,304	149,190	6.8	10.8	1,087,222	1,124,274	-3.8	-3.3
N.A VEHICLES % OF TOTAL	66.6%	66.9%			67.5%	69.4%		
TOYOTA DIV. IMPORT CAR	30,964	12,075	147.3	156.4	152,950	97,073	56.8	57.6
LEXUS IMPORT CAR	3,189	4,694	-34.5	-32.1	26,363	33,181	-20.9	-20.5
TOYOTA DIV NA BUILT CARS	44,385	57,409	-25.4	-22.7	383,836	463,791	-17.6	-17.2
LEXUS NA BUILT CARS	5,227	4,232	19.1	23.5	29,127	25,996	11.5	12.0
TOTAL TMNA CARS	83,765	78,410	3.0	6.8	592,276	620,041	-4.9	-4.5
TOYOTA DIV. IMPORT TRUCK	37,312	45,361	-20.7	-17.7	265,674	290,344	-8.9	-8.5
LEXUS IMPORT TRUCK	11,565	11,735	-5.0	-1.4	77,437	76,264	1.0	1.5
TOYOTA DIV NA BUILT TRUCK	105,742	79,588	28.1	32.9	616,495	580,903	5.6	6.1
LEXUS NA BUILT TRUCK	9,950	7,961	20.5	25.0	57,764	53,584	7.3	7.8
TOTAL TMNA TRUCK	164,569	144,645	9.7	13.8	1,017,370	1,001,095	1.1	1.6
Selling Days	28	27			206	205		

TOYOTA U.S. HYBRID SALES SUMMARY

August 2019

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2019	2018	DSR %	VOL%	2019	2018	DSR %	VOL%
TOYOTA PRIUS HYBRID	8,261	8,111	-1.8%	1.8%	44,094	61,547	-28.7%	-28.4%
TOYOTA COROLLA HYBRID	2,211	0	0.0%	0.0%	9,474	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	2,419	2,539	-8.1%	-4.7%	18,583	15,734	17.5%	18.1%
TOYOTA AVALON HYBRID	513	606	-18.4%	-15.4%	4,755	5,435	-12.9%	-12.5%
TOYOTA MIRAI	98	116	-18.5%	-15.5%	1,187	996	18.6%	19.2%
TOYOTA HIGHLANDER HYBRID	2,029	1,045	87.2%	94.2%	11,590	10,057	14.7%	15.2%
TOYOTA RAV4 HYBRID	13,881	5,058	164.6%	174.4%	53,733	32,536	64.4%	65.2%
LEXUS ES HYBRID	961	418	121.7%	129.9%	5,778	2,875	100.0%	101.0%
LEXUS GS HYBRID	0	6	-100.0%	-100.0%	7	33	-78.9%	-78.8%
LEXUS UX HYBRID	865	0	0.0%	0.0%	5,452	0	0.0%	0.0%
LEXUS NX HYBRID	898	921	-6.0%	-2.5%	5,961	5,562	6.6%	7.2%
LEXUS RX HYBRID	1,622	1,650	-5.2%	-1.7%	10,161	8,941	13.1%	13.7%
LEXUS LS HYBRID	10	22	-56.2%	-54.6%	118	241	-51.3%	-51.0%
LEXUS LC HYBRID	2	5	-61.4%	-60.0%	22	79	-72.3%	-72.2%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
TOTAL TMNA HYBRID	33,770	20,497	58.9%	64.8%	170,915	144,041	18.1%	18.7%
TOTAL TOYOTA HYBRID	29,412	17,475	62.3%	68.3%	143,416	126,306	13.0%	13.6%
TOTAL LEXUS HYBRID	4,358	3,022	39.1%	44.2%	27,499	17,735	54.3%	55.1%