

Toyota Motor North America Reports August 2019 Sales

September 04, 2019

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- 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





