

# Toyota Motor North America Reports U.S. Sales for September

October 01, 2019



**PLANO, Texas (October 1, 2019)** – Toyota Motor North America (TMNA) today reported September 2019 sales of 169,656 vehicles, a decrease of 16.5 percent on a volume basis and a decrease of 9.2 percent on a daily selling rate (DSR) basis versus September 2018.

Through September, TMNA reported sales of 1,779,302 vehicles, down 2.5 percent on a volume basis versus the same period in 2018. On a DSR basis, sales were down 2.0 percent versus last year.

Toyota division posted September 2019 sales of 150,796 vehicles, down 15.5 percent on a volume basis and down 8.2 percent on a DSR basis. Through September, Toyota division posted a decrease of 2.5 percent versus the same period in 2018.

“Led by a 51 percent increase in hybrid sales growth over the past three months, we’re doubling down and accelerating our pace,” said Jack Hollis, group vice president and general manager, Toyota division. “With new hybrid launches on some of our most successful models like Corolla, RAV4, Highlander, and more, we plan to further advance our spot as the hybrid leader for years to come.”

Lexus division posted September 2019 sales of 18,860 vehicles, down 23.3 percent on a volume basis and down 16.7 percent on a DSR basis. Through September, Lexus posted a decrease of 1.9 percent versus the same period in 2018.

“Lexus has seen a healthy first nine months to the year, and we are looking forward to a strong year end,” said David Christ, group vice president and general manager, Lexus division. “With best-ever year-to-date luxury SUV sales, supported by record hybrid model sales, we are seeing good sales performance and the right product mix in our availability. Guests also are excited to see the updated Lexus RX and GX arriving to showrooms this fall.”

### **September and Year-to-Date Highlights**

- RAV4 sales up 1.7 percent YTD, led by RAV4 Hybrid; marking a best-ever quarter for RAV4 Hybrid and a best-ever first three quarters for total RAV4
- Tacoma sales increased 2.0 percent YTD; marking its best-ever first three quarters
- Mirai sales up 8.1 percent YTD; marking its best-ever first three quarters
- Highlander sales up 3.8 percent for the quarter; marking its best-ever third quarter
- C-HR sales increased 2.4 percent for the quarter; marking its best-ever third quarter
- Total Toyota division car sales up 0.9 percent in the third quarter
- Total Toyota division hybrid sales increased 34.3 percent in September; up 15.8 percent YTD
- RC sales increased 29.5 percent in September; up 29.7 percent YTD
- ES sales up 10.3 percent YTD
- Total Lexus division luxury SUV (LUV) sales up 2.1 percent year-to-date; marking a best-ever first three quarters
- Total Lexus division hybrid sales increased 46.0 percent YTD

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

TOYOTA U.S. SALES SUMMARY								
September 2019								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
<b>TOTAL TMNA</b>	<b>169,656</b>	<b>203,100</b>	<b>-9.2</b>	<b>-16.5</b>	<b>1,779,302</b>	<b>1,824,236</b>	<b>-2.0</b>	<b>-2.5</b>
TOTAL TOYOTA DIV	150,796	178,501	-8.2	-15.5	1,569,751	1,610,612	-2.1	-2.5
TOTAL LEXUS	18,860	24,599	-16.7	-23.3	209,551	213,624	-1.5	-1.9
YARIS	333	1,692	-78.6	-80.3	19,191	23,066	-16.4	-16.8
tC	0	0	0.0	0.0	0	1	-100.0	-100.0
COROLLA	20,354	20,797	6.4	-2.1	233,978	235,168	-0.1	-0.5
SUPRA	514	0	0	0	1477	0	0	0.0
86 (INCL FR-S)	211	325	-29.4	-35.1	2,517	3,223	-21.6	-21.9
MIRAI	62	159	-57.6	-61.0	1,249	1,155	8.6	8.1
AVALON	1,827	2,225	-10.7	-17.9	22,453	26,654	-15.4	-15.8
PRIUS	6,164	7,378	-9.2	-16.5	50,258	68,925	-26.8	-27.1
CAMRY	23,328	27,640	-8.3	-15.6	258,456	262,887	-1.3	-1.7
<b>TOTAL TOYOTA DIV. CAR</b>	<b>52,793</b>	<b>60,216</b>	<b>-4.7</b>	<b>-12.3</b>	<b>589,579</b>	<b>621,080</b>	<b>-4.7</b>	<b>-5.1</b>
CT	0	0	0	0	0	4	-100.0	-100.0
IS	844	1,798	-49.0	-53.1	11,900	17,393	-31.3	-31.6
RC	334	258	40.7	29.5	3,362	2,593	30.2	29.7
ES	3,320	5,208	-30.7	-36.3	37,896	34,346	10.8	10.3
GS	193	451	-53.5	-57.2	2,570	5,158	-50.0	-50.2
LS	346	668	-43.7	-48.2	3,948	6,672	-40.6	-40.8
LC	80	156	-44.3	-48.7	928	1,548	-39.8	-40.1
LFA	0	0	0	0	3	2	51	50
<b>TOTAL LEXUS CAR</b>	<b>5,117</b>	<b>8,539</b>	<b>-34.9</b>	<b>-40.1</b>	<b>60,607</b>	<b>67,716</b>	<b>-10.1</b>	<b>-10.5</b>
<b>TOTAL TMNA CAR</b>	<b>57,910</b>	<b>68,755</b>	<b>-8.4</b>	<b>-15.8</b>	<b>650,186</b>	<b>688,796</b>	<b>-5.2</b>	<b>-5.6</b>
SIENNA	4,438	7,520	-35.9	-41.0	58,245	67,372	-13.2	-13.5
C-HR	3,440	4,180	-10.5	-17.7	37,777	37,930	0.0	-0.4
RAV4	34,886	37,440	1.3	-6.8	324,622	319,147	2.2	1.7
FJ CRUISER	0	2	-100	-100	1	3	-66.5	-66.7
VENZA	5	0	0	0	9	0	0	0
HIGHLANDER	18,294	21,986	-9.6	-16.8	180,169	180,699	0.1	-0.3
4RUNNER	9,478	12,133	-15.1	-21.9	95,696	102,267	-6.0	-6.4
SEQUOIA	856	972	-4.3	-11.9	7,583	8,105	-6.0	-6.4
LAND CRUISER	226	333	-26.2	-32.1	2,386	2,318	3.4	2.9
<b>TOTAL TOYOTA DIV. SUV</b>	<b>67,185</b>	<b>77,046</b>	<b>-5.2</b>	<b>-12.8</b>	<b>648,243</b>	<b>650,469</b>	<b>0.1</b>	<b>-0.3</b>
TACOMA	18,330	22,265	-10.5	-17.7	187,622	183,909	2.5	2.0
TUNDRA	8,050	11,454	-23.6	-29.7	86,062	87,782	-1.5	-2.0
<b>TOTAL TOYOTA DIV. PICKUP</b>	<b>26,380</b>	<b>33,719</b>	<b>-15.0</b>	<b>-21.8</b>	<b>273,684</b>	<b>271,691</b>	<b>1.2</b>	<b>0.7</b>
<b>TOTAL TOYOTA DIV. TRUCK</b>	<b>98,003</b>	<b>118,285</b>	<b>-9.9</b>	<b>-17.1</b>	<b>980,172</b>	<b>989,532</b>	<b>-0.5</b>	<b>-0.9</b>
UX	990	0	0.0	0.0	11,991	0	0.0	0.0
NX	3,637	4,544	-13.0	-20.0	40,074	43,513	-7.5	-7.9
RX	7,162	8,857	-12.1	-19.1	76,170	79,563	-3.8	-4.3
GX	1,707	2,280	-18.6	-25.1	17,376	19,097	-8.6	-9.0
LX	247	379	-29.2	-34.8	3,333	3,735	-10.4	-10.8
<b>TOTAL LEXUS TRUCK</b>	<b>13,743</b>	<b>16,060</b>	<b>-7.0</b>	<b>-14.4</b>	<b>148,944</b>	<b>145,908</b>	<b>2.5</b>	<b>2.1</b>
<b>TOTAL TMNA TRUCK</b>	<b>111,746</b>	<b>134,345</b>	<b>-9.6</b>	<b>-16.8</b>	<b>1,129,116</b>	<b>1,135,440</b>	<b>-0.1</b>	<b>-0.6</b>
Selling Days	23	25			229	230		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	September 2019							
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	7,227	19,130	-58.9	-62.2	117,371	217,301	-45.8	-46.0
CAMRY	23,320	26,997	-6.1	-13.6	257,883	248,075	4.4	4.0
AVALON	1,827	2,225	-10.7	-17.9	22,453	26,654	-15.4	-15.8
YARIS SD (INCL YARIS IA)	317	1,458	-76.4	-78.3	18,820	21,571	-12.4	-12.8
YARIS HB	14	0	0.0	0.0	14	0	0.0	0.0
RAV4	23,679	13,532	90.2	75.0	170,458	130,765	30.9	30.4
VENZA	5	0	0.0	0.0	9	0	0.0	0.0
HIGHLANDER	18,294	21,986	-9.6	-16.8	180,168	180,699	0.1	-0.3
SIENNA	4,438	7,520	-35.9	-41.0	58,245	67,372	-13.2	-13.5
SEQUOIA	856	972	-4.3	-11.9	7,583	8,105	-6.0	-6.4
TACOMA	18,330	22,265	-10.5	-17.7	187,622	183,909	2.5	2.0
TUNDRA	8,050	11,454	-23.6	-29.7	86,062	87,782	-1.5	-2.0
ES	3,141	4,107	-16.9	-23.5	32,268	30,103	7.7	7.2
RX	6,167	6,407	4.6	-3.7	63,931	59,991	7.0	6.6
<b>TOTAL</b>	<b>115,665</b>	<b>138,053</b>	<b>-8.9</b>	<b>-16.2</b>	<b>1,202,887</b>	<b>1,262,327</b>	<b>-4.3</b>	<b>-4.7</b>
<b>N.A VEHICLES % OF TOTAL</b>	<b>68.2%</b>	<b>68.0%</b>			<b>67.6%</b>	<b>69.2%</b>		
TOYOTA DIV. IMPORT CAR	20,088	10,406	109.8	93.0	173,038	107,479	61.7	61.0
LEXUS IMPORT CAR	1,976	4,432	-51.5	-55.4	28,339	37,613	-24.3	-24.7
TOYOTA DIV NA BUILT CARS	32,705	49,810	-28.6	-34.3	416,541	513,601	-18.5	-18.9
LEXUS NA BUILT CARS	3,141	4,107	-16.9	-23.5	32,268	30,103	7.7	7.2
<b>TOTAL TMNA CARS</b>	<b>57,910</b>	<b>68,755</b>	<b>-8.4</b>	<b>-15.8</b>	<b>650,186</b>	<b>688,796</b>	<b>-5.2</b>	<b>-5.6</b>
TOYOTA DIV. IMPORT TRUCK	24,351	40,556	-34.7	-40.0	290,025	330,900	-12.0	-12.4
LEXUS IMPORT TRUCK	7,576	9,653	-14.7	-21.5	85,013	85,917	-0.6	-1.1
TOYOTA DIV NA BUILT TRUCK	73,652	77,729	3.0	-5.2	690,147	658,632	5.2	4.8
LEXUS NA BUILT TRUCK	6,167	6,407	4.6	-3.7	63,931	59,991	7.0	6.6
<b>TOTAL TMNA TRUCK</b>	<b>111,746</b>	<b>134,345</b>	<b>-9.6</b>	<b>-16.8</b>	<b>1,129,116</b>	<b>1,135,440</b>	<b>-0.1</b>	<b>-0.6</b>
<b>Selling Days</b>	<b>23</b>	<b>25</b>			<b>229</b>	<b>230</b>		

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

**September 2019**

**-- CURRENT MONTH --**

**-- CALENDAR YEAR TO DATE --**

	<b>2019</b>	<b>2018</b>	<b>DSR %</b>	<b>VOL%</b>	<b>2019</b>	<b>2018</b>	<b>DSR %</b>	<b>VOL%</b>
TOYOTA PRIUS HYBRID	6,164	7,378	-9.2%	-16.5%	50,258	68,925	-26.8%	-27.1%
TOYOTA COROLLA HYBRID	1,576	0	0.0%	0.0%	11,050	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	1,810	1,756	12.0%	3.1%	20,393	17,490	17.1%	16.6%
TOYOTA AVALON HYBRID	317	660	-47.8%	-52.0%	5,072	6,095	-16.4%	-16.8%
TOYOTA MIRAI	62	159	-57.6%	-61.0%	1,249	1,155	8.6%	8.1%
TOYOTA HIGHLANDER HYBRID	1,487	897	80.2%	65.8%	13,077	10,954	19.9%	19.4%
TOYOTA RAV4 HYBRID	9,148	4,459	123.0%	105.2%	62,881	36,995	70.7%	70.0%
LEXUS ES HYBRID	613	826	-19.3%	-25.8%	6,391	3,701	73.4%	72.7%
LEXUS GS HYBRID	0	2	-100.0%	-100.0%	7	35	-79.9%	-80.0%
LEXUS UX HYBRID	565	0	0.0%	0.0%	6,017	0	0.0%	0.0%
LEXUS NX HYBRID	630	664	3.1%	-5.1%	6,591	6,226	6.3%	5.9%
LEXUS RX HYBRID	956	1,493	-30.4%	-36.0%	11,117	10,434	7.0%	6.5%
LEXUS LS HYBRID	8	17	-48.9%	-52.9%	126	258	-51.0%	-51.2%
LEXUS LC HYBRID	3	4	-18.5%	-25.0%	25	83	-69.8%	-69.9%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
<b>TOTAL TMNA HYBRID</b>	<b>23,339</b>	<b>18,315</b>	<b>38.5%</b>	<b>27.4%</b>	<b>194,254</b>	<b>162,356</b>	<b>20.2%</b>	<b>19.6%</b>
<b>TOTAL TOYOTA HYBRID</b>	<b>20,564</b>	<b>15,309</b>	<b>46.0%</b>	<b>34.3%</b>	<b>163,980</b>	<b>141,615</b>	<b>16.3%</b>	<b>15.8%</b>
<b>TOTAL LEXUS HYBRID</b>	<b>2,775</b>	<b>3,006</b>	<b>0.3%</b>	<b>-7.7%</b>	<b>30,274</b>	<b>20,741</b>	<b>46.6%</b>	<b>46.0%</b>