

Toyota Motor North America Reports October 2019 Sales

November 01, 2019



PLANO, Texas (November 1, 2019) – Toyota Motor North America (TMNA) today reported October 2019 sales of 188,787 vehicles, a decrease of 1.2 percent on a volume basis and down 4.9 percent on a daily selling rate (DSR) basis versus October 2018.

Toyota division posted October sales of 165,644 units, down 1.6 percent on a volume basis and down 5.3 percent on a DSR basis.

Lexus division posted October sales of 23,143 vehicles, up 1.9 percent on a volume basis and down 1.9 percent on a DSR basis.

October 2019 Highlights

Toyota Division:

- RAV4 sales increased 10.3 percent, marking a best-ever October; led by RAV4 Hybrid with 9,460 units sold

- C-HR sales up 5.9 percent; a best-ever October
- Corolla sales increased 1.6 percent
- Prius sales up 5.9 percent
- Sequoia sales up 2.6 percent
- Land Cruiser sales increased 15.2 percent
- Total Toyota division SUV sales increased 2.4 percent
- Total Toyota division hybrid sales up 62.0 percent

Lexus Division:

- RC sales increased 66.4 percent
- NX sales up 2.1 percent; led by NX Hybrid, which marked a best-ever October
- RX sales increased 7.7 percent; marking a best-ever October
- GX sales up 11.6 percent
- LX sales increased 3.7 percent
- Total Lexus division luxury SUV (LUV) sales up 14.5 percent; marking a best-ever October
- Total Lexus division hybrid sales increased 33.0 percent

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

###

TOYOTA U.S. SALES SUMMARY								
October 2019								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
TOTAL TMNA	188,787	191,102	-4.9	-1.2	1,968,089	2,015,338	-2.3	-2.3
TOTAL TOYOTA DIV	165,644	168,386	-5.3	-1.6	1,735,395	1,778,998	-2.5	-2.5
TOTAL LEXUS	23,143	22,716	-1.9	1.9	232,694	236,340	-1.5	-1.5
YARIS	883	1,455	-41.6	-39.3	20,074	24,521	-18.1	-18.1
tC	0	1	-100.0	-100.0	0	2	-100.0	-100.0
COROLLA	22,378	22,020	-2.1	1.6	256,356	257,188	-0.3	-0.3
SUPRA	516	0	0	0	1993	0	0	0.0
86 (INCL FR-S)	298	335	-14.3	-11.0	2,815	3,558	-20.9	-20.9
MIRAI	89	119	-28.0	-25.2	1,338	1,274	5.0	5.0
AVALON	1,755	2,163	-21.9	-18.9	24,208	28,817	-16.0	-16.0
PRIUS	6,679	6,306	2.0	5.9	56,937	75,231	-24.3	-24.3
CAMRY	26,602	26,914	-4.8	-1.2	285,058	289,801	-1.6	-1.6
TOTAL TOYOTA DIV. CAR	59,200	59,313	-3.9	-0.2	648,779	680,393	-4.6	-4.6
CT	0	0	0	0	0	4	-100.0	-100.0
IS	843	1,511	-46.3	-44.2	12,743	18,904	-32.6	-32.6
RC	351	211	60.2	66.4	3,713	2,804	32.4	32.4
ES	3,870	4,531	-17.8	-14.6	41,766	38,877	7.4	7.4
GS	222	387	-44.8	-42.6	2,792	5,545	-49.6	-49.6
LS	468	835	-46.0	-44.0	4,416	7,507	-41.2	-41.2
LC	91	140	-37.4	-35.0	1,019	1,688	-39.6	-39.6
LFA	0	0	0	0	3	2	50	50
TOTAL LEXUS CAR	5,845	7,615	-26.1	-23.2	66,452	75,331	-11.8	-11.8
TOTAL TMNA CAR	65,045	66,928	-6.4	-2.8	715,231	755,724	-5.4	-5.4
SIENNA	4,801	6,854	-32.5	-30.0	63,046	74,226	-15.1	-15.1
C-HR	3,900	3,683	2.0	5.9	41,677	41,613	0.2	0.2
RAV4	37,499	34,004	6.2	10.3	362,121	353,151	2.5	2.5
FJ CRUISER	0	0	0	0	1	3	-66.7	-66.7
VENZA	0	0	0	0	9	0	0	0
HIGHLANDER	18,857	20,548	-11.6	-8.2	199,026	201,247	-1.1	-1.1
4RUNNER	12,248	12,624	-6.6	-3.0	107,944	114,891	-6.0	-6.0
SEQUOIA	915	892	-1.2	2.6	8,498	8,997	-5.5	-5.5
LAND CRUISER	418	363	10.9	15.2	2,804	2,681	4.6	4.6
TOTAL TOYOTA DIV. SUV	73,837	72,114	-1.4	2.4	722,080	722,583	-0.1	-0.1
TACOMA	19,725	20,534	-7.5	-3.9	207,347	204,443	1.4	1.4
TUNDRA	8,081	9,571	-18.7	-15.6	94,143	97,353	-3.3	-3.3
TOTAL TOYOTA DIV. PICKUP	27,806	30,105	-11.1	-7.6	301,490	301,796	-0.1	-0.1
TOTAL TOYOTA DIV. TRUCK	106,444	109,073	-6.0	-2.4	1,086,616	1,098,605	-1.1	-1.1
UX	1,209	0	0.0	0.0	13,200	0	0.0	0.0
NX	4,266	4,180	-1.7	2.1	44,340	47,693	-7.0	-7.0
RX	9,271	8,608	3.7	7.7	85,441	88,171	-3.1	-3.1
GX	2,161	1,936	7.5	11.6	19,537	21,033	-7.1	-7.1
LX	391	377	-0.1	3.7	3,724	4,112	-9.4	-9.4
TOTAL LEXUS TRUCK	17,298	15,101	10.3	14.5	166,242	161,009	3.3	3.3
TOTAL TMNA TRUCK	123,742	124,174	-4	-0.3	1,252,858	1,259,614	-0.5	-0.5
Selling Days	27	26			256	256		

DSR = Daily Selling Rate

*NA Built Vehicles	TOYOTA U.S. SALES SUMMARY							
	October 2019							
	2019	2018	DSR %	VOL %	2019	2018	DSR %	VOL %
COROLLA	10,233	20,416	-51.7	-49.9	127,604	237,717	-46.3	-46.3
CAMRY	26,593	26,550	-3.5	0.2	284,476	274,625	3.6	3.6
AVALON	1,755	2,163	-21.9	-18.9	24,208	28,817	-16.0	-16.0
YARIS SD (INCL YARIS IA)	451	1,248	-65.2	-63.9	19,271	22,819	-15.5	-15.5
YARIS HB	431	0	0.0	0.0	445	0	0.0	0.0
RAV4	25,699	13,720	80.4	87.3	196,157	144,485	35.8	35.8
VENZA	0	0	0.0	0.0	9	0	0.0	0.0
HIGHLANDER	18,857	20,548	-11.6	-8.2	199,025	201,247	-1.1	-1.1
SIENNA	4,801	6,854	-32.5	-30.0	63,046	74,226	-15.1	-15.1
SEQUOIA	915	892	-1.2	2.6	8,498	8,997	-5.5	-5.5
TACOMA	19,725	20,534	-7.5	-3.9	207,347	204,443	1.4	1.4
TUNDRA	8,081	9,571	-18.7	-15.6	94,143	97,353	-3.3	-3.3
ES	3,686	3,590	-1.1	2.7	35,954	33,693	6.7	6.7
RX	8,049	6,122	26.6	31.5	71,980	66,113	8.9	8.9
TOTAL	129,276	132,208	-5.8	-2.2	1,332,163	1,394,535	-4.5	-4.5
N.A VEHICLES % OF TOTAL	68.5%	69.2%			67.7%	69.2%		
TOYOTA DIV. IMPORT CAR	19,737	8,936	112.7	120.9	192,775	116,415	65.6	65.6
LEXUS IMPORT CAR	2,159	4,025	-48.3	-46.4	30,498	41,638	-26.8	-26.8
TOYOTA DIV NA BUILT CARS	39,463	50,377	-24.6	-21.7	456,004	563,978	-19.1	-19.1
LEXUS NA BUILT CARS	3,686	3,590	-1.1	2.7	35,954	33,693	6.7	6.7
TOTAL TMNA CARS	65,045	66,928	-6.4	-2.8	715,231	755,724	-5.4	-5.4
TOYOTA DIV. IMPORT TRUCK	28,366	36,954	-26.1	-23.2	318,391	367,854	-13.4	-13.4
LEXUS IMPORT TRUCK	9,249	8,979	-0.8	3.0	94,262	94,896	-0.7	-0.7
TOYOTA DIV NA BUILT TRUCK	78,078	72,119	4.3	8.3	768,225	730,751	5.1	5.1
LEXUS NA BUILT TRUCK	8,049	6,122	26.6	31.5	71,980	66,113	8.9	8.9
TOTAL TMNA TRUCK	123,742	124,174	-4.0	-0.3	1,252,858	1,259,614	-0.5	-0.5
Selling Days	27	26			256	256		

TOYOTA U.S. HYBRID SALES SUMMARY

October 2019

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2019	2018	DSR %	VOL%	2019	2018	DSR %	VOL%
TOYOTA PRIUS HYBRID	6,679	6,306	2.0%	5.9%	56,937	75,231	-24.3%	-24.3%
TOYOTA COROLLA HYBRID	1,873	0	0.0%	0.0%	12,923	0	0.0%	0.0%
TOYOTA CAMRY HYBRID	1,668	1,470	9.3%	13.5%	22,061	18,960	16.4%	16.4%
TOYOTA AVALON HYBRID	380	580	-36.9%	-34.5%	5,452	6,675	-18.3%	-18.3%
TOYOTA MIRAI	89	119	-28.0%	-25.2%	1,338	1,274	5.0%	5.0%
TOYOTA HIGHLANDER HYBRID	1,556	936	60.1%	66.2%	14,633	11,890	23.1%	23.1%
TOYOTA RAV4 HYBRID	9,460	3,986	128.5%	137.3%	72,341	40,981	76.5%	76.5%
LEXUS ES HYBRID	730	616	14.1%	18.5%	7,121	4,317	65.0%	65.0%
LEXUS GS HYBRID	0	0	0.0%	0.0%	7	35	-80.0%	-80.0%
LEXUS UX HYBRID	628	0	0.0%	0.0%	6,645	0	0.0%	0.0%
LEXUS NX HYBRID	766	656	12.4%	16.8%	7,357	6,882	6.9%	6.9%
LEXUS RX HYBRID	1,451	1,416	-1.3%	2.5%	12,568	11,850	6.1%	6.1%
LEXUS LS HYBRID	22	19	11.5%	15.8%	148	277	-46.6%	-46.6%
LEXUS LC HYBRID	7	3	124.7%	133.3%	32	86	-62.8%	-62.8%
LEXUS CT HYBRID	0	0	0.0%	0.0%	0	4	-100.0%	-100.0%
TOTAL TMNA HYBRID	25,309	16,107	51.3%	57.1%	219,563	178,463	23.0%	23.0%
TOTAL TOYOTA HYBRID	21,705	13,397	56.0%	62.0%	185,685	155,012	19.8%	19.8%
TOTAL LEXUS HYBRID	3,604	2,710	28.1%	33.0%	33,878	23,451	44.5%	44.5%