

Toyota Motor North America Reports October 2019 Sales

November 01, 2019

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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

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