

Toyota Motor North America Reports March 2021 U.S. Sales

April 01, 2021

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PLANO, Texas (April 1, 2021) – Toyota Motor North America (TMNA) today reported March 2021 U.S. sales of 253,783 vehicles, an increase of 87 percent on a volume basis and up 79.8 percent on a daily selling rate (DSR) basis compared to March 2020.

For the first quarter, TMNA reported U.S. sales of 603,066 vehicles, a 21.6 percent increase on a volume basis and 24.9 percent increase on a DSR basis.

Toyota division posted March sales of 220,597 vehicles, up 83.6 percent on a volume basis and up 76.5 percent on a DSR basis. For the quarter, Toyota reported sales of 528,813 vehicles, up 20.3 percent on a volume basis and up 23.6 percent on a DSR basis.

Lexus division posted March sales of 33,186 vehicles, up 112.9 percent on a volume basis and up 104.7 percent on a DSR basis. For the quarter, Lexus reported sales of 74,253 vehicles, up 31.8 percent on a volume basis and up 35.3 percent on a DSR basis.

March and First Quarter 2021 highlights (*volume basis*)

TMNA:

- Number one manufacturer of APV sales – hybrids, electrified, fuel cell for the month and quarter
- APV sales mix represented nearly 24 percent of TMNA's total March volume; APV sales mix represented nearly 23 percent of total quarterly volume
- March APV sales totaled 60,133 vehicles, an increase of 290.7 percent
- First quarter APV sales totaled 138,326 vehicles, an increase of 152 percent
- Starting in April, TMNA will introduce 25 new, refreshed or special edition vehicles over a 16-month period; two will be battery electric vehicles, one will be a plug-in electric vehicle and nearly half will be sedans
- With the addition of the Lexus LS Hybrid on sale later this spring, TMNA offers 17 hybrids, electrified and fuel cell vehicles in its lineup
- Total passenger car sales up 60.1 percent for the month; up 6.4 percent for the quarter
- Total truck/SUV sales up 103.4 percent for the month; up 30.4 percent for the quarter
- SmartPath and Monogram online sales tools continue to gain momentum and satisfy customers

Toyota Division:

- Division's APV sales more than tripled in March, up 322.8 percent; up 152 percent for the quarter
- APV sales led by RAV4, Sienna, Highlander and Venza
- Prius sales up 140.7 percent in March; up 22.4 percent for the quarter
- Mirai best-ever month and quarter
- Tacoma sales up 69.6 percent in March; up 23.9 percent for the quarter
- Best-ever March sales: total APVs, total light trucks, Corolla Hybrid, Mirai, Prius Prime, 4Runner, Tacoma, RAV4, RAV4 Hybrid, Venza, Highlander, Highlander Hybrid

Lexus Division:

- Division's second best-ever first quarter sales
- Best-ever March sales for Lexus Division
- Division's hybrid sales up 125.9 percent in March; up 43.1 percent for the quarter
- Hybrid sales led by RX, UX and NX
- IS sales up 175.4 percent in March; up 122.3 percent for the quarter
- Passenger car sales up 89.1 percent in March; up 31.0 percent for the quarter

- LUV sales up 122.1 in March; up 31.2 percent for the quarter
- Best-ever March sales: total vehicles, total hybrids, total LUVs, total LC, total NX and NX Hybrid, total RX, RXg, RX L and RX Hybrid L and GX

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