

Toyota Motor North America Reports March, First Quarter 2022 US Sales

April 01, 2022

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PLANO, Texas (April 1, 2022) – Toyota Motor North America (TMNA) today reported March 2022 U.S. sales of 194,178 vehicles, down 23.5 percent on a volume basis and down 26.3 percent on a daily selling rate (DSR) basis versus March 2021.

For the first quarter, TMNA reported sales of 514,592 vehicles, down 14.7 percent on a volume basis and down 15.8 percent on a DSR basis versus March 2021. Sales of electrified vehicles for the first quarter totaled 132,938, representing nearly 25.8 percent of TMNA’s total volume, up from 22.9 percent during the same period last year.

Toyota division posted March sales of 170,664 vehicles, down 22.6 percent on a volume basis and down 25.5 percent on a DSR basis. For the quarter, Toyota division reported sales of 450,227 vehicles, down 14.9 percent on a volume basis and down 16.0 percent on a DSR basis.

Lexus division posted March sales of 23,514 vehicles, down 29.1 percent on a volume basis and down 31.8 percent on a DSR basis. For the quarter, Lexus reported sales of 64,365 vehicles, down 13.3 percent on a volume basis and down 14.5 percent on a DSR basis.

“We thank our loyal customers for their continued trust in the Toyota and Lexus brands and their patience as we work around the clock to ensure their needs are satisfied,” said Jack Hollis, senior vice president, automotive operations, TMNA. “As we work through the ever-changing market dynamics, our customers can depend on our diverse lineup of sedans, trucks, utilities and electrified vehicles for their lifestyle.”

March and First Quarter 2022 Highlights

TMNA:

- March sales of electrified vehicles represent 25.4 percent of total sales volume
- First quarter sales of electrified vehicles represent 25.8 percent of total sales volume
- Number one seller of electrified vehicles for the 89th consecutive quarter
- 18 electrified Toyota and Lexus vehicle options

Toyota Division:

- GR86 sales up 200.6 percent in March on a volume basis; up 326.3 percent for the quarter on a volume basis
- RAV4 Hybrid sales up 34.9 percent in March on a volume basis; up 32.2 percent for the quarter on a volume basis
- RAV4 Prime plug-in hybrid (PHEV) sales up 42.3 percent in March on a volume basis; up 87.4 percent for the quarter on a volume basis
- Best-ever March sales:
 - GR86
 - Corolla Cross
 - RAV4 Hybrid
 - RAV4 Prime
- Best-ever first quarter sales:
 - GR86
 - Corolla Hybrid
 - Corolla Cross
 - Highlander
 - Total Highlander (gas + hybrid)
 - RAV4 Hybrid

- RAV4 Prime

Lexus Division:

- March sales of electrified vehicles totaled 5,683, up less than one percent on a volume basis
- First quarter sales of electrified vehicles totaled 13,116, up nearly one percent on a volume basis
- ES Hybrid sales up 5.4 percent in March on a volume basis; up 23.0 percent for the quarter on a volume basis
- NX Hybrid sales up 38.2 percent in March on a volume basis
- Best-ever March sales:
 - Total electrified vehicles
 - IS 500
 - NX Hybrid
 - NX PHEV
- Best-ever first quarter:
 - Total electrified vehicles
 - IS 500
 - LCh
 - NX PHEV
 - RXL
 - RXhL

Note:

HEV = Hybrid Electric Vehicle

PHEV = Plug-In Hybrid Electric Vehicle

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