

# TOYOTA MOTOR NORTH AMERICA REPORTS YEAR-END 2022 U.S. SALES RESULTS

January 04, 2023

Image not found or type unknown



**PLANO, Texas (Jan. 4, 2023)** – Toyota Motor North America (TMNA) today reported year-end 2022 U.S. sales of 2,108,458 vehicles, a decrease of 9.6 percent on a volume basis and a decrease of 9.9 percent on a daily selling rate (DSR) basis compared to 2021.

The company reported U.S. fourth quarter 2022 sales of 536,740 vehicles, an increase of 13.1 percent on a volume basis and DSR basis compared to the fourth quarter of 2021. U.S. December 2022 sales totaled 180,147 vehicles, an increase of 3.5 percent on a volume basis and DSR basis compared to December 2021.

“In 2022, we further solidified our leadership position in electrified vehicles, and through our 20 electrified options, we’re giving customers a choice that fits their lifestyle and needs,” said Jack Hollis, executive vice president, Sales, TMNA. “Thanks to our manufacturing team and outstanding dealers, we are focused on delivering world-class service and products to customers, and preparing to introduce nearly two dozen all-new, refreshed or special edition vehicles in 2023, including sedans and even more electrified options.”

## **2022 Highlights**

### TMNA:

- 20 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands, the most among any automaker
- 2022 electrified vehicle sales of 504,016 represent nearly 24% of total sales volume
- Projected to be the number one seller of passenger vehicles for the 11<sup>th</sup> consecutive year, and 19 of the last 20
- December sales up 3.5%
- December car division sales up 23.3%
- Fourth quarter sales up 13.1%
- Fourth quarter car division sales up 43.7%
- Fourth quarter truck sales up 4.5%
- Announced an additional \$2.5 billion investment, for a total of \$3.8 billion, at the company’s North Carolina manufacturing plant to produce batteries for hybrids and electric vehicles. It’s expected to start production in 2025 and provide 2,100 new jobs
- TMNA’s digital retail sales of new vehicles through its SmartPath and Monogram platforms surged past 152,000 at more than 360 dealers; more than 100 dealers will go live on both platforms by summer 2023

### Toyota Division:

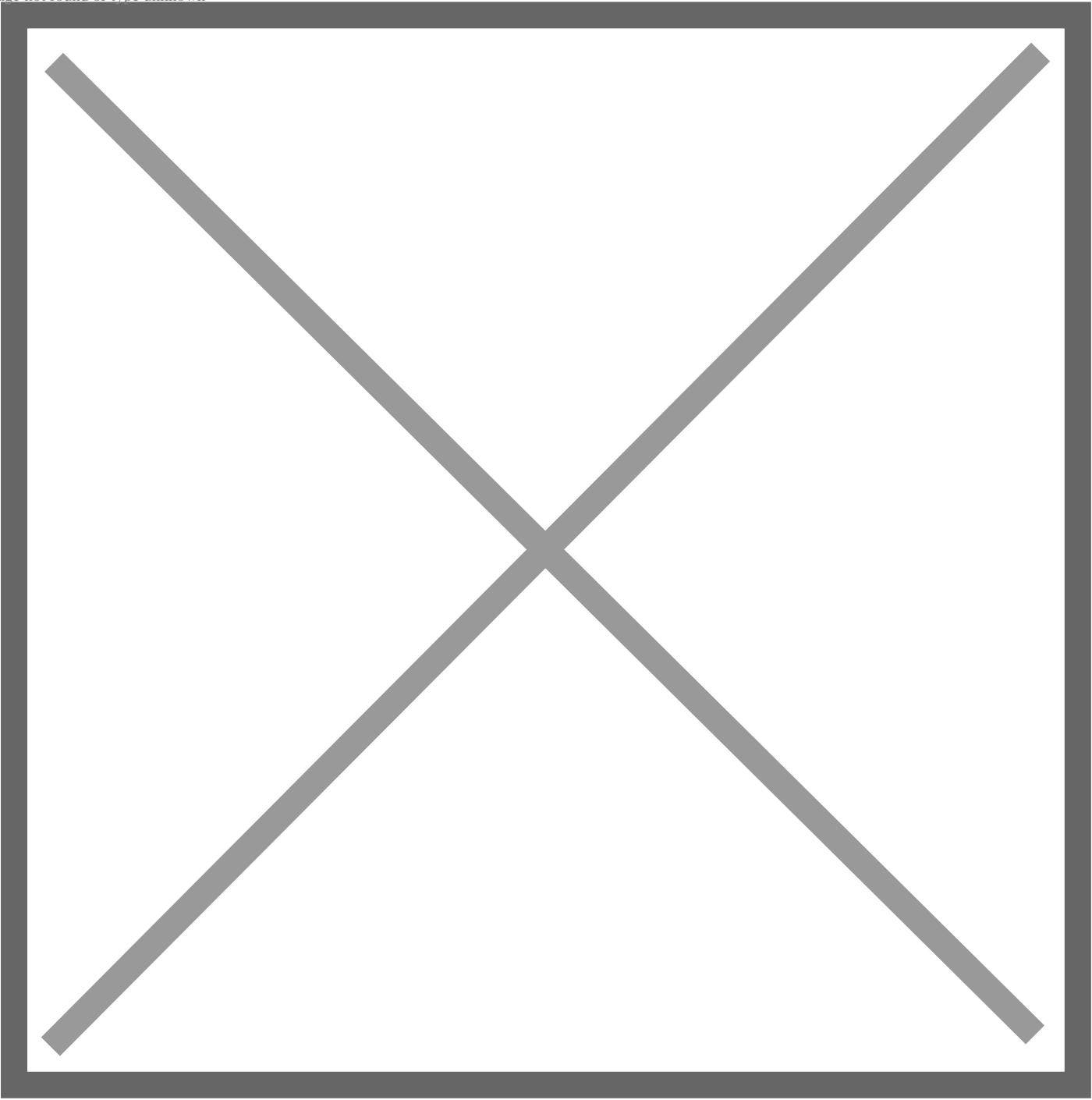
- 2022 electrified vehicles sales of 448,854 represent 24.3% of total sales volume
- Projected to be the number one retail brand for the 11<sup>th</sup> consecutive year
- December sales up 6.6%
- December car sales up 26.5%
- Fourth quarter division sales up 16.6%
- Fourth quarter car sales up 43.7%
- Fourth quarter SUV sales up 2.7%
- Fourth quarter pickup sales up 32.5%
- Fourth quarter truck sales up 7.7%
- Corolla number one compact car in America
- Camry number one passenger car in America for the 21<sup>st</sup> consecutive year
- Tacoma number one small pickup in America for the 18<sup>th</sup> consecutive year
- RAV4 best-selling SUV in the U.S. for 6<sup>th</sup> consecutive year
- All-time best-ever year for:
  - GR86

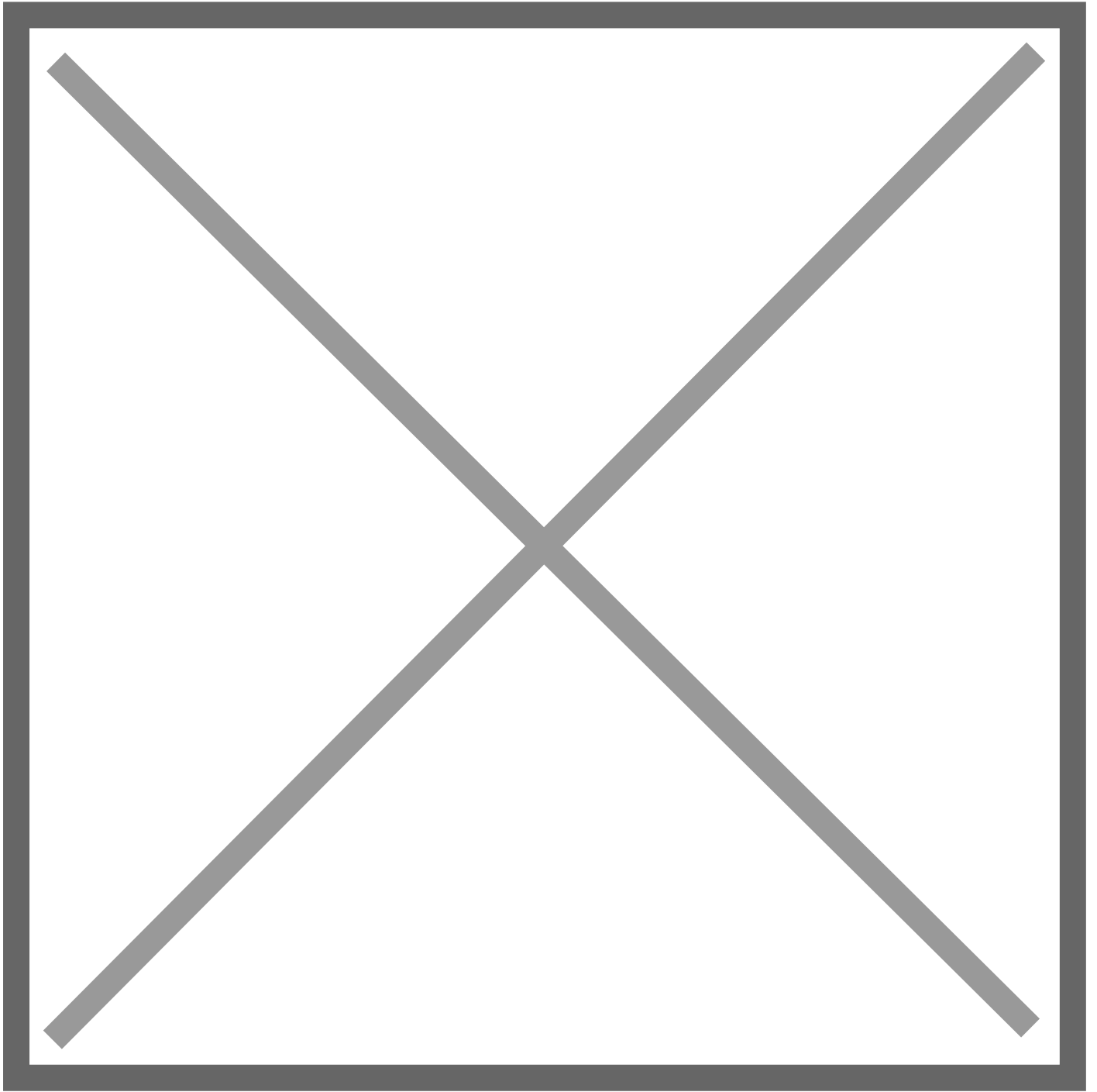
- Corolla Hybrid
- Corolla Cross
- RAV4 Hybrid
- Tundra Hybrid

Lexus Division:

- 2022 electrified vehicles sales of 55,162 represent 21.3% of total sales volume, a division record
- December car division sales up 1.5%
- December electrified vehicle sales up 22.3%
- Fourth quarter car sales up 13.3%
- Fourth quarter electrified vehicle sales up 20.1%
- LUVs achieved top market share among luxury brands in 2022
- All-time best-ever year for:
  - Electrified vehicle sales ratio of 21.4%
  - LC Hybrid
  - IS 500
  - NX Hybrid
  - NX Plug-in Hybrid

Image not found or type unknown





[READ THE TRANSCRIPT>](#)