

Toyota Motor North America Reports March, First Quarter 2025 U.S. Sales Results

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PLANO, Texas (April 1, 2025) – Toyota Motor North America (TMNA) today reported March 2025 U.S. sales of 231,335 vehicles, up 7.7 percent on a volume basis and up 11.8 percent on a daily selling rate (DSR) basis versus March 2024. Sales of electrified vehicles for the month totaled 112,608, up 44.1 percent on a volume basis and up 49.6 percent on a DSR basis representing 48.7 percent of total sales volume.

For the first quarter, TMNA reported sales of 570,269 vehicles, up 0.9 percent on a volume basis and up 3.6 percent on a DSR basis versus the year ago period. Sales of electrified vehicles for the first quarter totaled 288,796, up 39.6 percent on a volume basis and up 43.3 percent on a DSR basis representing 50.6 percent of total sales volume.

Toyota division posted March sales of 196,240 vehicles, up 6.6 percent on a volume basis and up 10.7 percent on a DSR basis. For the quarter, Toyota division reported sales of 487,226 vehicles, up 0.1 percent on a volume basis and up 2.8 percent on a DSR basis.

Lexus division posted March sales of 35,095 vehicles, up 14.1 percent on a volume basis and up 18.4 percent on a DSR basis. For the quarter, Lexus division reported its best-ever result with sales of 83,043 vehicles, up 5.8 percent on a volume basis and up 8.6 percent on a DSR basis.

“We continue to see steady sales from our Toyota and Lexus brands due in part to improved inventory levels and new models like the Toyota 4Runner and Lexus LX hybrid,” said Mark Templin, executive vice president and chief operating officer, TMNA. “We’re also seeing our sales mix of electrified vehicles increasing as our diverse portfolio of 32 electrified vehicles continue to grow and satisfy the needs of our customers while reducing emissions as much as possible, as quickly as possible.”

March and First Quarter 2025 Highlights (*volume basis unless otherwise noted*)

TMNA:

- March sales up 7.7 percent
- March electrified vehicle sales of 112,608, up 44.1 percent; represents 48.7 percent of total sales volume
- First quarter sales up 0.9 percent
- First quarter electrified vehicle sales of 288,796, up 39.6 percent; represents 50.6 percent of total sales volume
- 32 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands, the most among any automaker
- Lowest incentives among full-line manufacturers

Toyota Division:

- March sales up 6.6 percent
- March electrified vehicle sales of 99,119, up 49.1 percent
- First quarter sales up 0.1 percent
- First quarter electrified vehicle sales of 255,915, up 44.0 percent
- Six Toyota brand vehicles starting under \$30,000
- First quarter sales:
 - Pickups up 65.1 percent
 - Trucks up 4.6 percent
 - GR86 up 36.1 percent
 - Prius up 25.0 percent
 - bZ4X up 195.7 percent
 - Corolla Cross up 26.8 percent

- Corolla Cross HEV up 19.2 percent
- Highlander HEV up 8.7 percent
- Grand Highlander up 2.3 percent
- Sienna up 46.6 percent
- Tacoma up 177.5 percent

Lexus Division:

- Best-ever first quarter sales result
- March sales up 14.1 percent
- March electrified vehicle sales of 13,489, up 15.6 percent
- First quarter sales up 5.8 percent
- First quarter electrified vehicle sales of 32,881, up 13.1 percent
- Best-ever first quarter sales for Luxury Utility Vehicles
- First quarter sales:
 - RC up 10.2 percent
 - Total ES up 8.6 percent
 - ES HEV 5.1 percent
 - LC up 5.3 percent
 - NX up 5.1 percent
 - NX HEV up 12.6 percent
 - RX HEV up 2.2 percent
 - RX PHEV up 88.3 percent
 - TX up 0.9 percent
 - TX HEV up 26.5 percent
 - GX up 139.5 percent
 - LX up 0.4 percent