Toyota Motor North America Reports June, Second Quarter 2025 U.S. Sales Results

July 01, 2025

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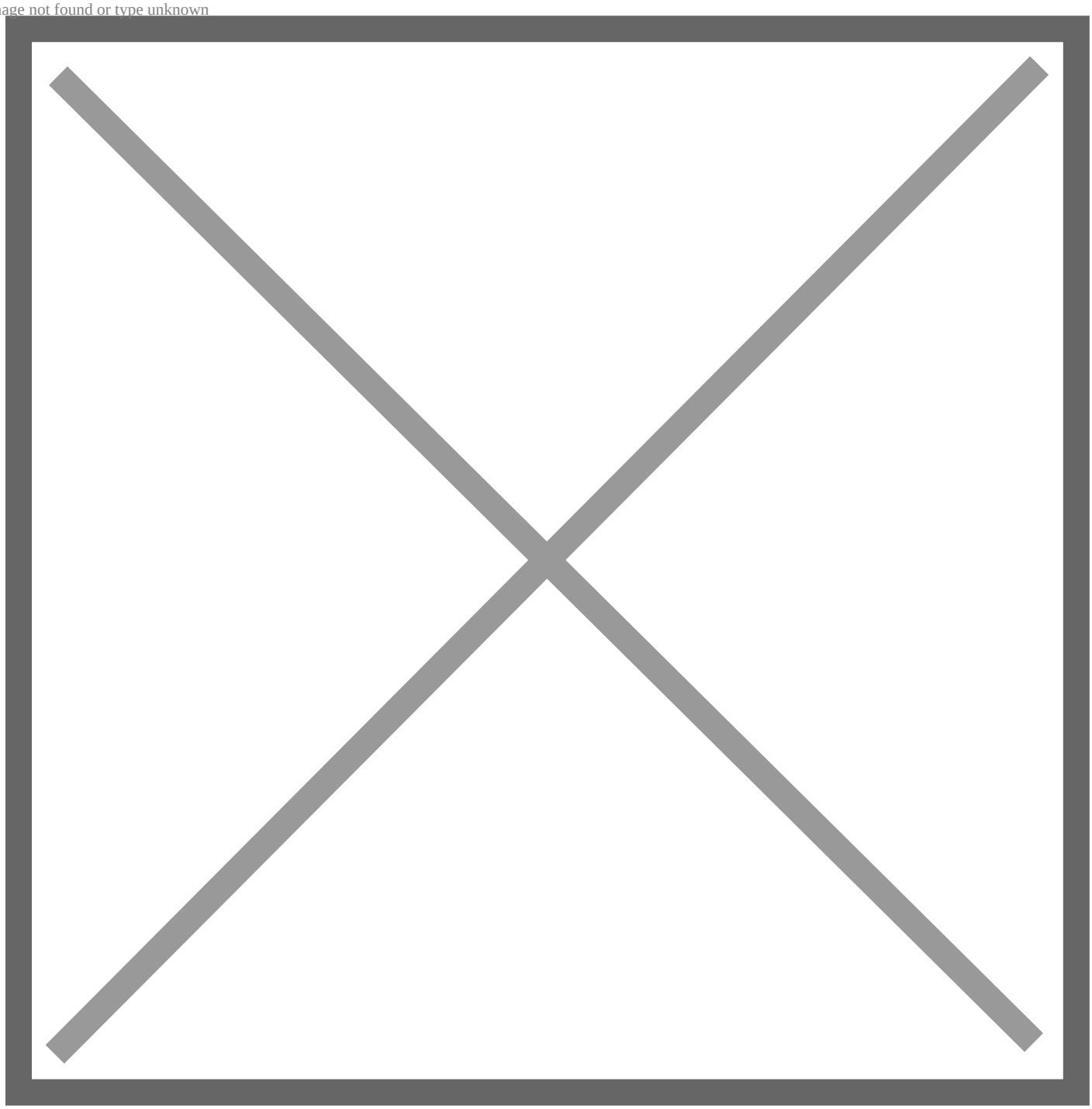

PLANO, Texas (July 1, 2025) – Toyota Motor North America (TMNA) today reported June 2025 U.S. sales of 193,248 vehicles, up 0.1 percent on a volume basis and up 8.4 percent on a daily selling rate (DSR) basis versus June 2024. Sales of electrified vehicles for the month totaled 90,426 up 6.7 percent on a volume basis and up 15.5 percent on a DSR basis representing 46.8 percent of total sales volume.

For the second quarter, TMNA reported sales of 666,469 vehicles, up 7.2 percent on a volume basis and up 7.2 percent on a DSR basis versus the second quarter of 2024. Sales of electrified vehicles for the second quarter totaled 320,817 up 29.7 percent on a volume basis and up 29.7 percent on a DSR basis representing 48.1 percent of total sales volume.

Toyota division posted June sales of 165,174 vehicles, up 0.2 percent on a volume basis and up 8.6 percent on a DSR basis. For the quarter, Toyota division reported sales of 570,546 vehicles, up 7.1 percent on a volume basis and up 7.1 percent on a DSR basis.

Lexus division posted June sales of 28,074 vehicles, down 0.9 percent on a volume basis and up 7.3 percent on a DSR basis. For the quarter, Lexus division reported sales of 95,923 vehicles, up 8.1 percent on a volume basis and up 8.1 percent on a DSR basis.

“Steady demand for our Toyota and Lexus brands resulted in strong sales throughout the second quarter,” said Mark Templin, executive vice president and chief operating officer, TMNA. “Our lineup of 32 electrified vehicles was a big part of that draw as they represented over 46% of our sales in June.”

June and Second Quarter 2025 Highlights *(volume basis unless otherwise noted)*

TMNA:

- June sales up 0.1 percent
- June electrified vehicle sales of 90,426, up 6.7 percent; represents 46.8 percent of total sales volume
- Second quarter sales up 7.2 percent
- Second quarter electrified vehicle sales of 320,817, up 29.7 percent; represents 48.1 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:

- June sales up 0.2 percent
- June electrified vehicle sales of 80,189, up 7.5 percent
- Second quarter sales up 7.1 percent
- Second quarter electrified vehicle sales of 285,793, up 32.7 percent
- Second quarter sales:
    - Sienna up 73.9 percent
    - Tacoma up 48.4 percent
    - Camry up 10.6 percent
    - GR Corolla up 17.4 percent
    - Grand Highlander up 31.3 percent

Lexus Division:

- June sales down 0.9 percent

- June electrified vehicle sales of 10,237, up 0.6 percent
- Second quarter sales up 8 .1 percent
- Second quarter electrified vehicle sales of 35,025, up 9.7 percent
- Second quarter sales:
    - NX up 15.6 percent
    - TX up 32.9 percent
    - GX up 82.7 percent
    - LX up 22.1 percent