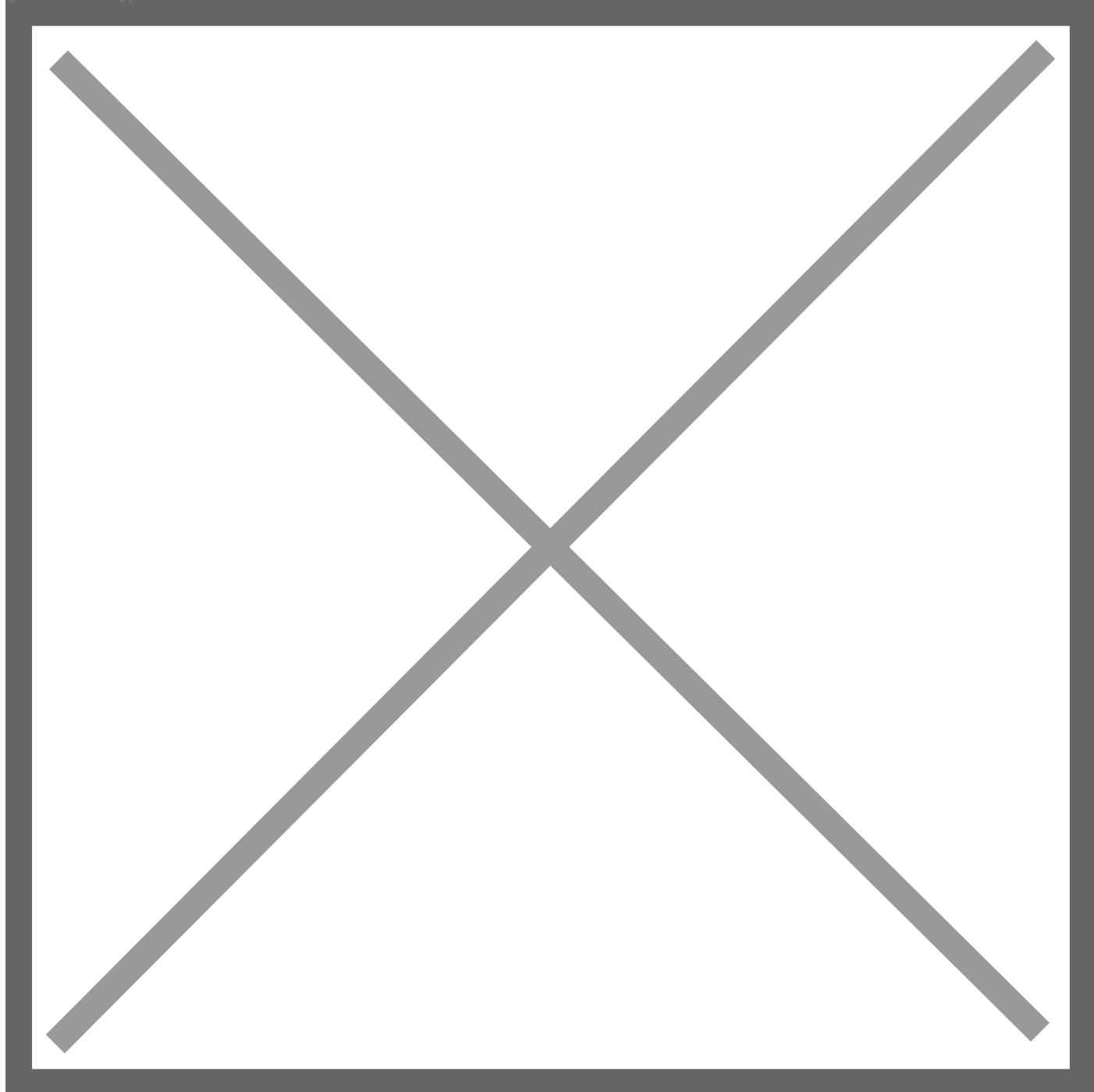


# Toyota Motor North America Reports 2025 U.S. Sales Results

January 05, 2026

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**PLANO, Texas (Jan. 5, 2026)** – Toyota Motor North America (TMNA) today reported year-end 2025 U.S. sales of 2,518,071 vehicles, up 8.0 percent on a volume basis and up 8.3 percent on a daily selling rate (DSR) basis compared to 2024. Sales of electrified vehicles for the year totaled 1,183,248, up 17.6 percent on a volume basis and up 17.9 percent on a DSR basis, representing 47.0 percent of total sales volume.

For the fourth quarter, TMNA reported sales of 652,195 vehicles, up 8.1 percent on a volume basis and up 8.1 percent on a DSR basis versus the fourth quarter of 2024. Sales of electrified vehicles for the fourth quarter totaled 290,840, down 1.9 percent on a volume basis and down 1.9 percent on a DSR basis, representing 44.6 percent of total sales volume.

TMNA reported December 2025 sales of 231,513 vehicles, up 10.3 percent on a volume basis and up 6.0 percent on a DSR basis versus December 2024. Sales of electrified vehicles for the month totaled 104,088, up 0.2 percent on a volume basis and down 3.7 percent on a DSR basis, representing 45.0 percent of total sales volume.

Toyota division posted year-end 2025 sales of 2,147,811 vehicles, up 8.1 percent on a volume basis and up 8.4 percent on a DSR basis. For the quarter, Toyota division reported sales of 552,510 vehicles, up 9.3 percent on a volume basis and up 9.3 percent on a DSR basis. Toyota division reported December sales of 193,280 vehicles, up 11.8 percent on a volume basis and up 7.5 percent on a DSR basis.

Lexus division posted year-end 2025 sales of 370,260 vehicles, up 7.1 percent on a volume basis and up 7.5 percent on a DSR basis. For the quarter, Lexus division reported sales of 99,685 vehicles, up 2.3 percent on a volume basis and up 2.3 percent on a DSR basis. Lexus division reported December sales of 38,233 vehicles, up 3.2 percent on a volume basis and down 0.8 percent on a DSR basis.

“We’re grateful for the strong response from our Toyota customers in 2025, which reflects our deep commitment to affordability and choice,” said Andrew Gilleland, senior vice president, Automotive Operations Group, Toyota Motor North America. “The success of iconic top-sellers like the Camry and Corolla, alongside a broad lineup of vehicles starting under \$30,000, shows that customers value having accessible options. This momentum was also fueled by our popular electrified vehicles, the ever-popular RAV4, and the exciting, redesigned Tacoma.”

“We also had an exceptional year at Lexus,” continued Gilleland. “It was encouraging to see more customers choose our vehicles across the luxury market. We attracted many new buyers drawn to our advanced technology and growing electrified offerings. For both brands, we remain focused on delivering vehicles that fit a wide range of lifestyles in the year ahead.”

### **Highlights (*volume basis unless otherwise noted*)**

#### **TMNA:**

- 2025 sales up 8.0 percent
- 2025 electrified vehicle sales of 1,183,248, up 17.6 percent; represents 47.0 percent of total sales volume
- Fourth quarter sales up 8.1 percent
- Fourth quarter electrified vehicle sales of 290,840, down 1.9 percent
- December sales up 10.3 percent
- December electrified vehicle sales of 104,088, up 0.2 percent
- 30 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands
- Among the lowest incentives among full-line manufacturers
- In 2025, Toyota launched its first U.S. battery plant in North Carolina, a nearly \$14 billion investment creating up to 5,100 American jobs; and invested \$912 million across five manufacturing plants, adding 252 new jobs, as part of its commitment to invest \$10 billion in the U.S. over the next five years

## Toyota Division:

- 4th all-time best sales year, and best since 2017
- 2025 electrified vehicle sales of 1,051,397, up 19.0 percent; represents 49.0 percent of total sales volume
- Year-end sales up 8.1 percent
- Fourth quarter sales up 9.3 percent
- Fourth quarter electrified vehicle sales of 257,867, down 1.9 percent
- December sales up 11.8 percent
- December electrified vehicle sales of 90,097, down 1.2 percent
- Best-ever year for:
  - GR Corolla
  - Corolla Hybrid
  - Camry Hybrid
  - 4Runner Hybrid
  - Corolla Cross
  - Crown Signia
  - Grand Highlander
  - Land Cruiser Hybrid
  - RAV4
  - Sequoia
  - Tacoma

## Lexus Division:

- Division records its best-ever full-year sales result
- 2025 electrified vehicle sales of 131,851—an all-time best ever—up 7.2 percent; represents 35.6 percent of total sales volume
- Year-end sales up 7.1 percent
- Fourth quarter sales up 2.3 percent
- Fourth quarter electrified vehicle sales of 32,973, down 1.6 percent
- December sales up 3.2 percent
- December electrified vehicle sales of 13,991, up 9.9 percent
- Best-ever year for:
  - NX Hybrid
  - NX Plug-in Hybrid
  - GX
  - RX Plug-in Hybrid
  - TX
  - TX Hybrid
  - TX Plug-in Hybrid