Toyota Motor North America Reports March, First Quarter 2026 U.S. Sales Results

April 01, 2026



PLANO, Texas (April 1, 2026) – Toyota Motor North America (TMNA) today reported March 2026 U.S. sales of 211,617 vehicles, down 8.5 percent on a volume basis and down 4.9 percent on a daily selling rate (DSR) basis compared to March 2025. Sales of electrified vehicles for the month totaled 115,422, up 2.5 percent on a volume basis and up 6.6 percent on a DSR basis, representing 54.5 percent of total sales volume.

For the first quarter, TMNA reported sales of 569,420 vehicles, down 0.1 percent on a volume basis and down 0.1 percent on a DSR basis versus the first quarter of 2025. Sales of electrified vehicles for the first quarter totaled 287,276, down 0.5 percent on a volume basis and down 0.5 percent on a DSR basis, representing 50.5 percent of total sales volume.

Toyota division posted March sales of 182,606 vehicles, down 6.9 percent on a volume basis and down 3.2 percent on a DSR basis. For the quarter, Toyota division reported sales of 488,468 vehicles, up 0.3 percent on a volume basis and up 0.3 percent on a DSR basis.

Lexus division posted March sales of 29,011 vehicles, down 17.3 percent on a volume basis and down 14.0 percent on a DSR basis. For the quarter, Lexus division reported sales of 80,952 vehicles, down 2.5 percent on a volume basis and down 2.5 percent on a DSR basis.

“Our first-quarter performance demonstrates the underlying strength of our business,” said Andrew Gilleland, senior vice president, Automotive Operations Group, Toyota Motor North America. “We maintained stable sales year-over-year, even while navigating production constraints and limited inventory during the ramp-up of our traditional volume leader, the new RAV4. This resilience gives us great confidence as we continue driving toward our full-year goals.”

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

TMNA:

- First quarter sales down 0.1 percent
- First quarter electrified vehicle sales of 287,276, down 0.5 percent
- March sales down 8.5 percent
- March electrified vehicle sales of 115,422, up 2.5 percent
- 32 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands
- Among the lowest incentives among full-line manufacturers

Toyota Division:

- Corolla Cross Gas and Grand Highlander Hybrid achieved an all-time best-ever
- First quarter sales up 0.3 percent
- First quarter electrified vehicle sales of 252,369, down 1.4 percent
- March sales down 6.9 percent
- March electrified vehicle sales of 101,500, up 2.4 percent

Lexus Division:

- RZ and NX Plug-in Hybrid achieved an all-time best-ever
- First quarter sales down 2.5 percent
- First quarter electrified vehicle sales of 34,907, up 6.2 percent
- March sales down 17.3 percent
- March electrified vehicle sales of 13,922, up 3.2 percent