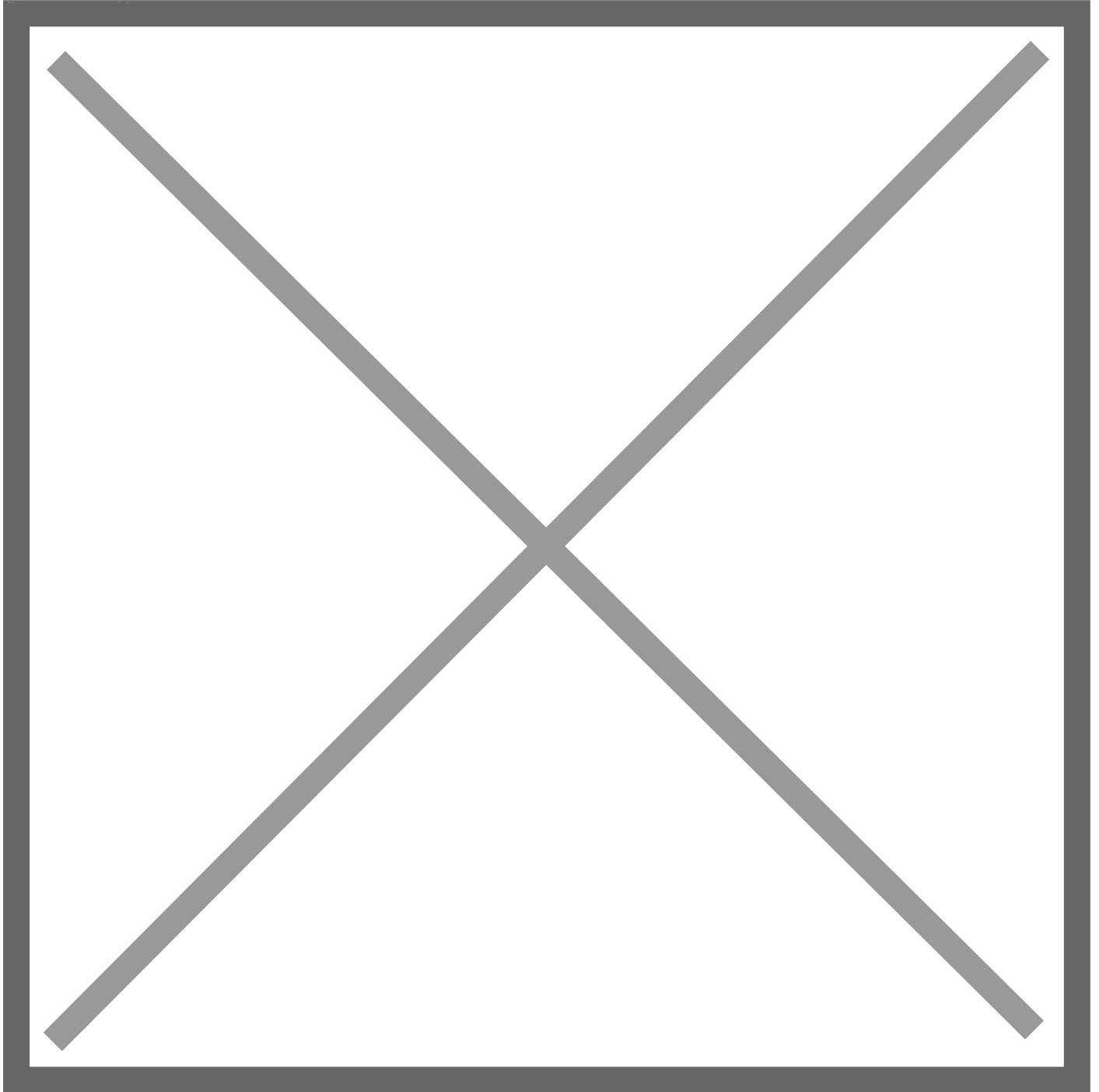


# Toyota Motor North America Reports December 2018, Year-End Sales

January 03, 2019

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[December 2018 Sales Chart](#)

PLANO, Texas (January 3, 2019) – Toyota Motor North America (TMNA) today reported December 2018 sales of 220,910 vehicles, a decrease of 0.9 percent from December 2017 on a volume basis. With the same number of selling days in December 2018 compared to December 2017, sales were down 0.9 percent on a daily selling rate (DSR) basis.

For the year, TMNA reported sales of 2,426,672 vehicles, a 0.3 percent decrease on a volume basis and down 0.6 percent on a DSR basis.

Toyota division posted December sales of 185,386 units, down 1.1 percent on a volume and DSR basis. For the year, Toyota division reported sales of 2,128,362 vehicles, flat on a volume basis and down 0.4 percent on a DSR basis.

“What a tremendous finish to our year,” said Jack Hollis, group vice president and general manager, Toyota division. “That sales momentum is carrying over into the new year with the launch of the new RAV4, the best-selling SUV in the U.S., the all-new Corolla, coming to dealerships in March, and the return of the legendary Toyota Supra. We are truly encouraged by what should be an incredible 2019.”

Lexus posted December sales of 35,524 vehicles, up 0.2 percent on a volume and a DSR basis. For the year, Lexus sales of 298,310 vehicles were down 2.2 percent on a volume basis and down 2.6 percent on a DSR basis.

“Lexus finished 2018 strong with support throughout the year from a host of new product launches, including the all new flagship LS, the new RXL and the new ES,” said David Christ, group vice president and general manager of Lexus Division. “In 2019, in the early part of the year, we look forward to the launch of the UX and UX hybrid and in select markets the UX Lexus Complete Lease.”

## **December 2018 Highlights**

- Toyota is the number one retail selling brand for seven consecutive years
- TMNA, Toyota and Lexus divisions post best-ever light truck sales for December, quarter and year
- Camry posted sales of 29,093 units; top-selling car in the segment for 2018
- Corolla posted sales of 25,439 units
- TMNA light trucks up 8.0 percent; a best-ever December, quarter and year
- RAV4 sales up 18.8 percent; a best-ever December, quarter and year with more than 427,170 units, a 4.8 percent increase annually
- 4Runner sales increased 11.3 percent; a best-ever December, quarter and year
- Highlander sales increased 9.9 percent for December; posted best-ever year up 13.3 percent
- C-HR sales increased 11 percent; a best-ever December and quarter
- Toyota division pickups up 10.7 percent in December
- Tacoma up 15.1 percent for a best-ever December, quarter and year since introduction; up 24.0 percent for the year
- Tundra sales increased 3.0 percent in December; up 1.7 percent for the year
- LS posted sales of 893 units; a best-ever December in four years; a best-ever year in five years
- ES sales increased by 6.7 percent in December
- Lexus division Luxury SUVs up 2.1 percent for a best-ever December, quarter and year; up 2.4 percent for the year
- RX is the best-selling Luxury SUV for 2018
- RX posted sales of 13,222 units for December; a best-ever year; up 3.1 percent for the year
- NX sales increased 18.3 percent; a best-ever December and year; up 4.6 percent for the year
- NXh posted sales of 1,367 units; a best-ever December and year

\*Note: Unless otherwise stated, all figures reflect unadjusted raw sales volume