

Toyota Motor Sales Results Up 10.8 Percent in December; 5.3 Percent for 2015

January 05, 2016

[December 2015 Sales Chart](#)

[December 2015 Sales Conference Call \(audio clip\)](#)

TORRANCE, Calif. (Jan. 5, 2016) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported December 2015 sales of 238,350, an increase of 10.8 percent from December 2014 on a volume basis. With two additional selling days in December of 2015, sales were up 2.9 percent on a daily selling rate (DSR) basis.

For the year TMS reported sales of 2,499,313 units, a 5.3 percent increase.

Toyota Division posted record December 2015 sales of 196,970 units, up 12.4 percent. For the year, Toyota Division sales of 2,154,712 were up 4.5 percent.

“2015 was a standout year for the auto industry,” said Bill Fay, group vice president and general manager for the Toyota division. “Best-ever light truck sales helped the Toyota division earn the retail sales crown for the fourth consecutive year.”

Lexus reported all-time, any-month record sales in December of 41,380 units, a 3.8 percent increase. For the year, Lexus sales of 344,601 units were up 10.7 percent.

“December closed out an all-time, best-ever year with sales we couldn’t have predicted,” said Jeff Bracken, group vice president and general manager for the Lexus division. “Lexus’ SUV sales momentum and the strength of our product lineup has us well positioned for 2016.”

“Next week in Detroit, we will debut a Lexus vehicle that opens a new chapter for an even brighter future,” Bracken added.

December 2015 Highlights:

- Toyota and Lexus post best-ever sales December sales
- Combined TMS light truck sales set December record
- RAV4 posts best-ever December with sales of 31,866 units; up 38.6 percent
- Highlander reports best-ever December with sales of 16,100 units
- NX up 76.7 percent; 5,134 units sold
- LX up nearly 80 percent
- GS posts sales of 3,423 units
- Lexus Certified Used Vehicles reports best-ever month

2015 CY Highlights

- Best-ever year for Corolla, with sales of 363,332 units
- Best-ever year for RAV4 and Highlander, up 17.8 and 8.8 percent, respectively

- 4Runner sales up 26.2 percent
- Tacoma sales up 15.8 percent, with sales of nearly 180,000 units
- Camry best-selling passenger car in America for 14th straight year
- Lexus luxury utility vehicles sales up 26.5 percent
- GX up 11.1 percent

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