

Toyota Motor Sales Reports 4.9 Percent March Increase

April 01, 2015

[March 2015 Sales Chart](#)

TORRANCE, Calif. (April 1, 2015) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported March 2015 sales of 225,959, an increase of 4.9 percent from March 2014 on a volume basis. With one less selling day in March 2015 compared to March 2014, sales were up 9.1 percent on a daily selling rate (DSR) basis.

Toyota division posted March 2015 sales of 194,905, up 4.4 percent on a volume basis and 8.5 percent on a DSR basis.

"Strong March sales capped the auto industry's best first quarter in 13 years," said Bill Fay, Toyota division group vice president and general manager. "Our pickups, SUVs and Sienna minivan all posted good gains in March and contributed to a record light truck first quarter. March was more than a truck story, however, as Camry and Corolla combined for sales of over 75,000."

Lexus set a new March sales record of 31,054, up 8.6 percent from March 2014 on a volume basis and 13 percent on a DSR basis. The previous March record was set in 2007.

"We're having a hard time keeping up with the demand for luxury utility vehicles," said Jeff Bracken, Lexus group vice president and general manager. "Whether it's the new NX or the segment leading RX, consumers are looking for utility to go with their luxury experience."

March 2015 Highlights:

- Total light truck sales of 105,997 were up 11.5 percent and a new March record
- Camry sales topped 40,000
- Record Corolla March sales of 35,532 were up 19.7 percent
- RAV4 sales rose 27.9 percent to 25,243
- 4Runner up 22.5 percent
- Combined Tacoma and Tundra pickup sales exceeded 27,000, up 5.2 percent
- Sienna up 16.6 percent
- Lexus luxury utility vehicles set a new March record, up 23.9 percent.
- New Lexus NX and RC models post their best sales since launch
- Lexus sets new first quarter record of 77,180 vehicles (previous best 2007)

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

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