

Toyota Division is Top Retail Brand for Ninth Straight Month

October 01, 2014

[September 2014 Sales Chart](#)

[September 2014 Sales Conference Call \(Audio Clip\)](#)

TORRANCE, Calif. (October 1, 2014) – Toyota, Scion and Lexus today reported total September 2014 sales results of 167,279 units, an increase of 1.7 percent over September 2013 on a raw-volume basis unadjusted for 24 selling days this period versus 23 last year.

All three brands combined for third quarter results of 629,181 units, the highest since 2007.

Toyota division posted September 2014 sales of 145,427 units, flat year-over-year on a raw-volume basis compared to September 2013.

“Auto sales remained strong in September and rounded out an excellent third quarter, the best for the industry since 2006,” said Bill Fay, Toyota division group vice president and general manager. “SUVs and crossovers continue to be the industry’s hot spots, and RAV4 and 4Runner both saw double-digits gains.”

Lexus reported September sales of 21,852 units, an 11.9 percent increase on a raw-volume basis year-over-year.

“September was a good month for Lexus, with both passenger cars and luxury utility vehicles showing nice gains,” said Steve Hearne, Lexus vice president of sales and dealer development. “Combined Lexus sales were up for the 12th consecutive month and outperformed both the industry and the luxury segment.”

Other Highlights:

- A successful Camry sell-down continues with sales of more than 28,500 units
- All-new Corolla posts sales of 20,530
- Avalon up nearly 8 percent
- Toyota and Lexus hybrids topped 21,000 units, accounting for about 70 percent of industry hybrid sales
- Toyota SUVs up 35.1 percent, posts best-ever September
- All-new RAV4 led record SUV sales with increase of 42.7 percent, a best-ever September
- All-new Highlander up nearly 22 percent
- 4Runner up 76 percent
- Pickups top 20,000 units, up 1 percent
- All-new Lexus IS increased 13 percent
- Lexus GS up 29 percent
- Lexus CT up 35 percent
- Lexus ES remains passenger car leader with sales of nearly 5,800 units
- Lexus luxury utility vehicles up over 7 percent
- Lexus RX posts sales of nearly 7,500
- Lexus GX posts triple-digit gains for the eleventh month in a row

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

###