

Toyota Motor Sales Reports 6.9 Percent Increase in October

November 03, 2014

[October 2014 Sales Chart](#)

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

TORRANCE, Calif. (November 3, 2014) – Toyota, Scion and Lexus today reported total October 2014 sales results of 180,580 units, an increase of 6.9 percent from October 2013.

Toyota division posted October 2014 sales of 157,225 units, up 7.5 percent.

“October vehicle sales were the best for the month in 10 years as an improving economy and lower gas prices drove strong SUV sales,” said Bill Fay, Toyota division group vice president and general manager. “At Toyota we also saw a big jump in Camry sales thanks to the successful launch of the new 2015 model.”

Lexus reported October sales of 23,355 units, a 2.8 percent increase on a raw-volume basis year-over-year.

“The luxury SUV segment is one of the hottest in the industry, led by the Lexus RX,” said Steve Hearne, Lexus vice president of sales and dealership development. “That should continue as the holiday season and winter approach.”

Other Highlights:

- Toyota Division is top retail brand for 10th consecutive month
- Launch of new 2015 Camry helps boost sales almost 14 percent
- Corolla posts sales of 24,959 units, up 5.6 percent
- Toyota and Lexus hybrids sales of 20,498 units, accounting for about 65 percent of industry hybrid sales
- Toyota SUVs up 21.6 percent with sales of 43,961 units
- RAV4 up 22.4 percent
- Highlander up nearly 30 percent in October
- 4Runner up 38.1 percent
- Pickups top 22,500 units, up 1.2 percent
- Lexus IS sales increase 5.6 percent
- Lexus GS up 5.6 percent
- New Lexus CT up 37.5 percent
- Lexus RX posts sales of more than 8,000 units
- Lexus GX up 29.2 percent

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