

Toyota Motor Sales Posts Double-Digit Gains in April 2014

May 01, 2014

[April 2014 Sales Chart](#)

[April 2014 Sales Conference Call \(Audio clip\)](#)

TORRANCE, Calif. (May 1, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported April 2014 sales results of 199,660 units, an increase of 9 percent from April 2013 on a daily selling rate (DSR). On a raw-volume basis, unadjusted for 26 selling days in April 2014 versus 25 selling days in April 2013, TMS sales increased 13.3 percent from year-ago month.

Toyota division posted April 2014 sales of 176,495 units, up 7.4 percent year-over-year on a DSR basis. Volume-wise, Toyota division sales increased 11.7 percent over April 2013.

“Sales momentum from March rolled into April pushing the industry to its best back-to-back monthly sales pace since fall of 2007,” said Bill Fay, Toyota division group vice president and general manager. “For Toyota, truck sales continue to soar. Tundra is a highlight with double-digit gains as comfort, safety and technology of the all-new model remain a strong draw for consumers.”

Lexus reported April sales of 23,165 units, a 23.1 percent increase on a DSR and a 28 percent increase on a raw-volume basis, both year-over-year.

"The luxury segment has improved at a faster pace than the overall general industry through each of the first four months of the year," said Jeff Bracken, Lexus group vice president and general manager. "The new IS and GX more than doubled sales in April compared to last year and six of eight Lexus vehicle lines posted gains for the month."

Other Highlights:

- Camry up 20 percent with sales of 38,000 units
- All-new Corolla posts sales of nearly 30,000 units, increasing 20 percent
- Toyota division trucks up nearly 16 percent
- All-new RAV4 leads trucks with sales of 19,000 units, best-ever April
- FJ Cruiser up over 508 percent
- All-new Highlander up 28 percent
- 4Runner up 64 percent
- Toyota pickups up over 13 percent
- All-new Tundra up 24 percent
- Tacoma posts sales of nearly 14,000 units, up 7 percent
- Lexus up 28 percent
- All-new Lexus IS posts triple-digit gains for the fifth month in a row
- Lexus GS up over 21 percent
- Lexus luxury utility vehicles up 25 percent
- Lexus RX up 15 percent
- Lexus GX sales more than doubled for the sixth month in a row

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

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