

April 2014 Sales Conference Notes

May 01, 2014

Image not found or type unknown



April 2014 Sales Conference Call
Thursday, May 1, 2014

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

Good day and thank you for joining us to review April sales results for Toyota, Scion and Lexus.

Speaking today will be:

- Bill Fay, Group Vice President and General Manager of the Toyota Division
- And Jeff Bracken,

Lexus Group Vice President and General Manager

A recording of the call will be available at Pressroom.Toyota.com about one hour after its conclusion and of course our communications team also is available to field any additional questions you may have @ (310) 468-5297.

Now I'd like to turn it over to Bill for a look at TMS and Toyota Division April results.

Toyota Division Group Vice President and General Manager Bill Fay:

Thank you... Hello everyone, and thank you for joining us today.

Momentum we saw building in March

- Continued into April
- Industry Sales of 1.4 million vehicles
 - Up 7.6% from last year
 - Best April in eight years (2006)

SAAR at 16.1 million

- Second straight month
- An annual sales pace of more than 16 million vehicles
- The first time that's happened since October/November 2007 industry

- While we're still working through some inventory challenges
- Caused by the severe winter weather earlier this year
- Industry as a whole...
- Seems to be back on track for a 16 million plus vehicle year

For Toyota, Lexus and Scion

- Total sales of 199,660
- Up 13.3% from last year
- Lexus continues on roll
 - Sales up 28%
 - Hear more from Jeff on in a minute

The Toyota Division had a big month

- Sales of 176,495 vehicles
- Up nearly 12% from last year
- Toyota also the industry's #1 brand in retail sales
- For the fourth consecutive month

Really big month for...

- Our light truck lineup
- Corolla
- And Camry

Hopefully you were able to join us at the NY Auto Show

- Where we revealed the new 2015 Camry
- Appreciate the very positive early reaction
- Looking forward to getting it into showrooms this fall

The current model continues to perform well in showrooms

Camry sales last month

- Totaled 38,000
- Jump of 20%
- Best-selling car in America

Corolla

- Inventory situation continues to improve
- As a result, sales up 20%
- More than 29,000 vehicles

On truck side

- Total sales up 15 ½ %
- Tundra, Sienna, 4Runner, Highlander and Land Cruiser
 - All posted double digit gains
- Newest models – 4Runner and Highlander
 - Up 64 and 28 percent respectively
- Five regions had their best April truck months ever
 - (Boston, Chicago, Cincinnati, Kansas City, NY, Portland)

RAV4

- Volume leader at nearly 19,000 units
- Up 1.6%
- Limited only by inventory levels
- Still best April ever
- Up 25% for the year

Combined pickup sales

- Up 13-and-a-half percent
- More than 24,000
- As Tundra was up 26%
- Which makes six straight months of growth since launch of 2014 Tundra model

Toyota Division Hybrid Lineup

- Account for more than half of industry's hybrid sales in April
- Saw sales of about 24,000
- With Prius topping 18,000
- And Camry and Avalon hybrid posting gains

Toyota Certified Used vehicles

- Sales of nearly 30,000 vehicles
- As used vehicle sales remain strong
- Underlining the strength of the overall market

Looking Ahead

- To help keep the momentum going in May
- Launch second national sales program of the year
- Toyota Time
- With excellent lease and financing rates available
- New products and light trucks continue to be hot
- With 4Runner, Highlander and Tundra
- Well positioned to take advantage of the spring market

Now I'd like to turn it over to Jeff Bracken for a look at the Lexus results.

Lexus Group Vice President and General Manager Jeff Bracken:

Hello everyone.

As Bill mentioned

- Lexus had another great month in April
- As did the luxury segment overall

- As shoppers continue to be drawn by new products

At Lexus

- We out-performed both the industry and the segment
- Sales up 28%
- To 23,165 units

Six out of eight models posted gains for the month

- Both IS and GX more than doubled last year's results
- Car sales up 30%
- Luxury utility vehicles up 25%

IS sales of nearly 3,800

- Fifth straight month that sales have more than doubled
- Up 118% for the year

The ES

- Sales of more than 6,000
- Up 18%
- Biggest increase for ES since last August

GS

- Was up 21-and-a-half percent
- Has posted double-digit gains every month this year
- Sales up 30% YTD

Luxury Utility Vehicle lineup also had another good month

- Led by the RX,
 - the best-selling luxury utility vehicle
 - Sales of 8,130
 - Much like the RAV4
 - Continuing to work with low inventory levels
 - Could be selling more if we had them
- Continued strength of new GX
 - Sixth straight month since launch
 - Sales more than doubled
 - 1,600 units
 - Up 135% for the year

Lexus Certified Pre-owned

- Set new April record
- Dealers continuing to do a great job of retaining our off-lease customers
- And turning those vehicles around into CPO sales

And Kelly Blue Book

- Named Lexus most trusted luxury brand
- For the second straight year in April
- An honor we take very seriously.

In closing

- Last month we also unveiled the all-new NX
 - In Beijing and New York
- The first Lexus entry
 - Into the luxury compact crossover segment
- Model lineup will include NX 200t
 - First turbocharged model in the Lexus lineup

With new models driving the luxury segment

- The NX not only gives us an all-new product
 - But also our first entry into the fast rising
 - Compact crossover segment
- Positioned below the RX
 - The NX will provide an important entry vehicle
 - To the Lexus crossover and luxury utility lineup
- Looking forward to having them in showrooms this fall

Thank you for joining us today, and now we'd like to open the call up to any questions you may have.