

Toyota Motor Sales Reports Best Month in Six Years

June 03, 2014

[May 2014 Sales Chart](#)

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

TORRANCE, Calif. (June 3, 2014) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported May 2014 sales results of 243,236 units, an increase of 12.6 percent from May 2013 on a daily selling rate (DSR) basis. On a raw-volume basis, unadjusted for 27 selling days in May 2014 versus 26 selling days in May 2013, TMS sales increased 17 percent from year-ago month.

Toyota division posted May 2014 sales of 216,315 units, up 12.2 percent year-over-year on a DSR basis. Volume-wise, Toyota division sales increased 16.5 percent over May 2013.

“Industry sales in May soared as consumer confidence improved and demand for new vehicles continued to strengthen,” said Bill Fay, Toyota division group vice president and general manager. “Toyota had its best month in six years led by strong Camry, Corolla and Hybrid sales.”

Lexus reported May sales of 26,921 units, a 16.6 percent increase on a DSR basis and a 21.1 percent increase on a raw-volume basis, both year-over-year.

“The luxury vehicle market has been outperforming the overall industry so far this year and that continued in May,” said Jeff Bracken, Lexus group vice president and general manager. “Lexus results during the month were up 21 percent as sales of our newest models, the IS and GX, more than doubled, and our core models, the ES and RX, also showed solid gains.”

Other Highlights:

- Camry up over 26 percent with sales of almost 50,000 units
- All-new Corolla up 30.8 percent, best month since August 2009
- TMS hybrids up over 9 percent
- Prius up 14 percent with sales of 26,793 units
- Toyota division trucks up 11 percent
- All-new RAV4 leads trucks with sales of 23,465 units, up 13 percent
- All-new Highlander posts sales of 12,329 units
- 4Runner up 70 percent
- Sienna up nearly 13 percent
- Toyota pickups post sales of 25,267 units
- All-new Tundra up 14.5 percent
- Tacoma posts sales of nearly 14,000 units
- Lexus up over 21 percent
- All-new Lexus IS posts triple-digit gains for the sixth month in a row
- All-new Lexus ES up nearly 11 percent
- Lexus luxury utility vehicles up 20.2 percent
- Lexus RX up 8.7 percent
- Lexus GX posts triple-digit gains for the seventh month in a row

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

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