Toyota Brings Strong Momentum to New Year

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TORRANCE, Calif. (Jan. 10, 2013) — Toyota today announced that it set a new record for North American production with 1.78 million vehicles manufactured in 2012, up 41 percent from 2011 and surpassing its previous record of 1.72 million in 2007.

In addition, Toyota in 2012 posted record sales and product launches, increased investments and key industry accolades for Toyota across its North American operations

"Thanks to the support of our loyal customers, and the hard work of our dedicated associates, team members and dealers, Toyota achieved a number of important milestones in 2012," said Jim Lentz, president and chief executive officer, Toyota Motor Sales, U.S.A., Inc. and senior vice president, Toyota Motor North America. "As we continue with the most aggressive product launch in our history, we're confident this momentum will continue in the year ahead."

Revamped Product Line Drives Significant Sales Growth

Buoyed by the launch of 19 new or significantly updated models over the past twelve months, Toyota's U.S. sales significantly outpaced the industry in 2012. Sales of Toyota, Lexus and Scion vehicles in the United States topped 2 million units, securing 14.4 percent of the market, up from 12.2 percent in 2011.

The Toyota Division claimed the title of No. 1 retail brand in the United States, growing annual sales by 27 percent and outselling its nearest competitor by 133,000 vehicles. Driving this performance was the continued success of the Toyota Camry, the best-selling car in America for the eleventh straight year, with sales of more than 400,000 vehicles in 2012, a 31 percent annual increase in the industry's most competitive segment. Additionally:

- Scion sales rose by 50 percent based on continued demand for the new FR-S sports car, with 65 percent of buyers new to Toyota;
- Sales of hybrids and other environmental vehicles nearly doubled in 2012, giving Toyota close to a 70 percent share of this critical U.S. market; and
- Toyota certified used vehicle sales once again topped the industry.

Increased Investments Create New Jobs, Bolster Regional Production

Toyota's sales performance was bolstered by record production across Toyota's 14 North American manufacturing facilities, which now produce 70 percent of the vehicles Toyota sells in the United States. The volume increase was driven in part by $1.5 billion in investments over the last 13 months, including the company's newest plant in Blue Springs, Miss., which reached full employment and fully ramped up production. With numerous other production expansions currently underway across North America, the company expects to create a total of 3,500 new manufacturing jobs.

Other production achievements in 2012 include:

- Toyota built its 25 millionth vehicle in North America – a 2013 Hybrid Avalon – at its Georgetown, Ky.,facility;
- Exports of U.S.-assembled vehicles increased 45 percent, to 124,084 units, an all-time high;
- For the third year in a row Toyota Camry topped the Cars.com annual *American Made Index*, which ranks the most-American vehicles based on percentage of their parts made domestically, where they are assembled and how many are sold to U.S. buyers; and
- Toyota Motor Manufacturing, Canada began production of the RAV4 EV at its Woodstock facility.

Toyota Brands Draw Industry Recognition, Generate Consumer Engagement

Toyota's success in the market was matched by an overwhelmingly positive response from industry observers and the driving public in 2012:

- Nineteen Toyota, Scion and Lexus models were named "Top Safety Picks" by the Insurance Institute for Highway Safety;
- Kelley Blue Book honored Toyota brands with 18 best resale value awards, the most of any automaker; and
- Toyota surpassed more than 1 million fans on Facebook.

Growing, Positive Momentum for 2013

In the coming year, Toyota plans to debut nine new or updated products, including the all-new Toyota RAV4 and Corolla, as well as the Scion tC.

With this line-up of new products, Akio Toyoda's focus on making more exciting, fun-to-drive vehicles and the Prius family's continued dominance across the hybrid sector, Toyota is forecasting even greater growth in 2013. That includes an expected increase of roughly 100,000 units to more than 2.15 million vehicles sold in North America for the year, with products introduced in 2012 and 2013 accounting for more than 60 percent of these sales.

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