

Toyota Motor Sales Reports Rise in July 2012 Sales

August 01, 2012

[July 2012 Sales Chart](#)

TORRANCE, Calif. (Aug. 1, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported July 2012 sales results of 164,898 units, an increase of 36.6 percent compared to the same period last year on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 24 selling days in July 2012 compared to 26 selling days in July 2011, TMS sales were up 26.1 percent from the year-ago month.

The Toyota Division posted July total sales of 146,663 units, an increase of 36.7 percent on a DSR basis from July 2011. On a raw volume basis, Toyota Division sales were up 26.1 percent from the year-ago month.

“Consumers are responding to Camry’s strong value and affordability proposition, taking advantage of long-term, low interest rate financing and low lease rates,” said Bill Fay, Toyota Division group vice president and general manager. “Leasing has gone mainstream. For instance the Camry, the best-selling car in America, is benefitting from strong residuals — which allow for leases of less than \$200 a month.”

The Lexus Division reported total sales of 18,235 units in July 2012, up 35.9 percent from July 2011 on a DSR basis. Volume-wise, Lexus Division sales were up 25.4 percent compared to the same period last year.

“Our new and redesigned models continue to drive our sales growth,” said Lexus Group vice president and general manager, Mark Templin. “With good availability of the new 2013 RX, and with the all-new ES and ES Hybrid arriving at dealers nationwide, customers will find a great selection in August during our Golden Opportunity Sales event.”

Toyota Division

Toyota Division passenger cars recorded combined monthly sales of 80,061 units, up 33.2 percent from July 2011. Passenger car sales were led by Camry and Camry Hybrid with combined sales of 29,913 units, and Corolla reported combined July sales of 23,640 units. The Prius family of vehicles posted July sales of 16,643 units.

Toyota Division light trucks recorded July sales of 66,602 units, an increase of 18.6 percent compared to the same month last year. Light truck sales were led by the RAV4 compact SUV and Tacoma mid-size pickup truck, with monthly sales of 15,248 and 11,350, respectively. Highlander and Highlander Hybrid reported combined sales of 10,669 units, and the Tundra full-size pickup reported sales of 9,176 units.

Scion posted July sales of 6,904 units, up 97.3 percent on a volume basis over July 2011. The tC sports coupe led the way with sales of 2,013, up 26.6 percent, while the newly launched FR-S sports car reported sales of 1,649 units. The xD five-door urban subcompact posted sales of 977 units, and the xB urban utility vehicle posted July sales of 1,708 units. The all-new iQ premium micro-subcompact posted monthly sales of 557 units.

Lexus Division

Lexus reported passenger car sales of 9,759 units, up 22.4 percent from July 2011. The ES 350 entry luxury sedan led Lexus passenger car sales with sales of 3,759 units, while the IS luxury sports sedan reported sales of 2,296 units. The CT 200h premium hybrid compact posted sales of 1,499 units.

Lexus luxury utility vehicles recorded sales of 8,476 units, up 29.1 percent over July 2011. Lexus light truck sales were led by the RX and RX Hybrid luxury utility vehicle, which posted combined July sales of 7,357 units. The GX 460 mid-size luxury utility vehicle reported sales of 813 units, while the LX luxury utility vehicle recorded sales of 306 units.

TMS Hybrids

TMS posted July sales of 23,044 hybrid vehicles, an increase of 126 percent compared to the same period last year. Toyota Division posted July sales of 20,309 hybrids, while Lexus Division reported sales of 2,735 hybrids for the month.