

Toyota Sales Resurgence Gets Help from Popular Hybrid Products

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TORRANCE, Calif. (May 9, 2012) – The Toyota Division’s strong April sales performance (160,493 units for 13.1 percent increase compared to April 2011) was helped in large part by the release of its latest hybrid products that created high levels of consumer demand.

Rising fuel prices at the pump, a generation of better performing hybrid vehicles and an increased consumer acceptance of hybrid technology are all conditions that have propelled the sales of Toyota hybrid vehicles.

The Prius Family vehicles (Prius, Prius v, Prius Plug-in and Prius c) accounted for a total combined sales volume of 25,168 units. Based on current sales, the demand for the fuel-saving Prius Family models seems to be outpacing the company’s initial U.S. target of more than 220,000 units this year.

Notable among the Prius models is the sales pace of the subcompact Prius c. This new model which offers an EPA-rated 53 city mpg and a starting MSRP of \$18,950 continued its rapid sales pace with 4,006 units sold in April. During its first 49 days on the market, Prius c posted sale of 8,901 units.

“We’re tracking well ahead of that,” said Bob Carter, Toyota Division group vice president and general manager, in an interview with *Bloomberg* this week in Los Angeles. “I’ve ordered additional production. I’m confident we’ll get additional production, but globally we’re seeing high demand, particularly in Japan.”

The redesigned 2012 Camry Hybrid, which was introduced in fall of 2011, also recorded strong sales during the March and April 2012. Camry Hybrid sold 9,810 units (5,404 in March and 4,406 units in April) and accounted for 12.4 percent of the total Camry volume during the same two-month period (79,387 total Camry units sold).