

# Toyota Reports December 2011 and Year-End Sales

January 04, 2012

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TORRANCE, Calif. (Jan. 4, 2012) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported December 2011 sales results of 178,131 units, flat compared to the same period last year on a daily selling rate (DSR) basis and raw volume basis.

Toyota Division reported December sales of 152,776 units, up 1.9 percent over 2010. Lexus Division reported sales of 25,355 units, down 8.0 percent from the year-ago month.

For the full year, TMS reported annual sales of 1,644,661 vehicles, down 7.0 percent from the same period in 2010 on a DSR basis, as inventory continued to recover from shortages due to the earthquake and tsunami in Japan. With 307 selling days in 2011 and 306 selling days in 2010, annual sales were down 6.7 percent on an unadjusted raw volume basis.

Toyota Division recorded year-end sales of 1,446,109 vehicles, a decrease of 6.1 percent from the prior year on a DSR basis and 5.7 percent on a volume basis. Lexus reported sales of 198,552 units in 2011, down 13.7 percent on a DSR basis from 2010. Volume-wise, Lexus Division year-end sales decreased 13.4 percent. Scion Division reported sales of 49,271 units for the year, up 7.5 percent over 2010 on a DSR basis and up 7.9 percent on a volume basis.

“We are encouraged by the strong close of 2011 as December was our best volume month of the year. We successfully launched several new vehicles, including the all-new Camry, which retained its number one position for the tenth straight year, along with the Prius v, which attracted new customers to the Toyota family,” said Jim Lentz, president and chief operating officer, Toyota Motor Sales, U.S.A., Inc. “We begin 2012 with high expectations fueled by a strengthening economy, increasing consumer confidence and the biggest surge of new and updated products in our history. We thank our customers, dealers and business partners for their continued support and loyalty.”

## **Toyota Division**

Toyota Division passenger cars recorded December sales of 83,422 units, up 5.6 percent over the year-ago month, and year-end sales of 796,133 units, down 6.5 percent. Camry and Camry Hybrid led passenger cars in December with combined sales of 33,506 units, an increase of 8.7 percent. Camry and Camry Hybrid also led passenger car sales for the year posting combined sales of 308,510 units. Corolla reported monthly sales of 21,009 units and annual sales of 240,259 units. The Prius family posted December sales of 17,004 units, up 8.7 percent compared to the year-ago month. For the year, Prius family recorded sales of 136,463 units. Avalon sales increased 20.0 percent with monthly sales of 3,230 units, and increased 1.6 percent with annual sales of 28,925 units.

Toyota Division light trucks reported December sales of 69,354 units, down 2.2 percent from the same period last year, with year-end sales of 649,976 units, a decrease of 5.5 percent. With monthly sales of 14,107, the RAV4 compact SUV led light truck sales for December 2011. For the year, light truck sales were also led by RAV4 with sales of 132,237 units. For the month, Highlander and Highlander Hybrid increased 4.5 percent with combined sales of 11,777. Highlander and Highlander Hybrid posted combined annual sales of 101,252 units, an increase of 9.6 percent. The Tundra full-size pickup recorded monthly sales of 9,042 units, and year-end sales of

82,908 units. The Tacoma mid-size pickup reported sales of 12,140 for December 2011, up 10.7 percent over last year. Annually, Tacoma recorded sales of 110,705 units for 2011. Sienna posted December sales of 11,564 units, an increase of 31.0 percent versus the year-ago month. For the year, Sienna recorded sales of 111,429 units, up 12.9 percent over 2010.

Scion reported December 2011 sales of 4,159 units, an increase of 5.1 percent, and annual sales of 49,271 units, up 7.5 percent over 2010. The Scion tC sports coupe recorded monthly sales of 1,587, and annual sales of 22,433 units, an increase of 47.5 percent. The xB urban utility vehicle recorded monthly sales of 1,444, and annual sales of 17,017 units. The xD posted sales of 880 units, up 6.8 percent over the year ago month, and 9,573 units for 2011.

### **Lexus Division**

Lexus Division passenger cars reported December sales of 12,304 units, down 2.9 percent from December 2010, and year-end sales of 101,181 units, down 10.8 percent from 2010. For the month, the ES entry luxury sedan led Lexus passenger car sales of 4,882 units. The ES also led year-end sales with 40,873 units. The IS entry luxury sport sedan recorded combined monthly sales of 3,629 units and annual sales of 29,669 units. The CT entry luxury hybrid sedan recorded monthly sales 2,259 units and annual sales of 14,381 units.

Lexus Division light trucks reported December sales of 13,051 units, down 12.3 percent from the year-ago month, and year-end sales of 97,371 units, down 16.5 percent on a DSR basis over the previous year. The RX luxury utility vehicle led monthly and annual Lexus light truck sales with combined sales of 11,508 units and 82,595 units, respectively.

### **TMS Hybrids**

In December, TMS posted sales of 23,172 hybrid vehicles, up 12.9 percent over December 2010. TMS hybrid sales in 2011 totaled 178,587 units.

Toyota Division posted December sales of 19,364 hybrids, up 8.7 percent, and year-end sales of 150,253 hybrid units. Lexus Division posted sales of 3,808 hybrids for the month and 28,334 units for the full year, up 7.7 percent over 2010.

\*Unless otherwise noted, all percent change figures are reported on a daily selling rate basis.

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