

Toyota Reports November 2011 Sales

December 01, 2011

TORRANCE, Calif. (December 1, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported November sales of 137,960 units, an increase of 2.4 percent compared to the same period last year on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 25 selling days in November 2011 versus 24 selling days in November 2010, TMS sales were up 6.7 percent over the year-ago month.

The Toyota Division posted November total sales of 118,502 units, an increase of 2.4 percent on a DSR basis over November 2010. On a raw volume basis, Toyota Division sales were up 6.7 percent over the year-ago month. The Lexus Division reported total sales of 19,458 units, up 2.4 percent over November 2010, on a DSR basis. Volume-wise, Lexus Division sales were up 6.7 percent over last November.

Toyota Division

Toyota Division passenger cars recorded sales of 66,108 units, an increase of 14.7 percent over November 2010. The Camry and Camry Hybrid led passenger cars with combined monthly sales of 23,440 units, an increase of 8.5 percent over the year-ago month. Corolla posted November sales of 16,115 units, and the Prius gas-electric hybrid family reported sales of 15,208 units, up 42.8 percent over the same period last year.

Additionally, sales of the Yaris sedan and the all-new 2012 liftback saw a year-over-year increase of 149.8 percent, posting combined sales of 5,604 units.

Toyota Division light trucks posted monthly sales of 52,394 units, down 9.8 percent from November 2010. The RAV4 compact SUV led light trucks with sales of 11,330 units, and the Highlander and Highlander Hybrid reported combined sales of 8,369 units. The Sienna minivan posted sales of 7,910 units, while the 4Runner SUV recorded monthly sales of 3,696 units. The Tacoma mid-size pickup saw an 8.5 percent increase over the year-ago month with sales of 9,739 units, and the Tundra full-size pickup posted sales of 6,313 units.

Scion posted November sales of 3,553 units, down 11.0 percent from November 2010. The tC sports coupe led the way with sales of 1,578 units, the xB urban utility vehicle posted sales of 1,202 units and the xD reported sales of 773 units for the month.

“Our sales performance this month is a testament to the strength of our new products. Camry’s momentum continued in November, with sales up 8 percent from last year. Camry Hybrid, which arrived in dealerships last month, has been very well received by customers and we expect it to play a much larger role than in past years,” said Bob Carter, Toyota Division group vice president and general manager, Toyota Motor Sales, U.S.A., Inc.

“The Prius family also had a big month, as the new Prius v was the fastest turning car in our lineup. As the automotive retail market continues to improve, we believe we’re in an excellent position. In addition to the four new models we have already introduced this year, we’ll benefit from the biggest influx of new and updated products in our history during 2012.”

Lexus Division

Lexus Division reported passenger car sales of 10,537 units, an increase of 10.1 percent over November 2010. The ES 350 entry luxury sedan led passenger cars with sales of 4,731 units, up 11.6 percent compared to the same period last year. The IS lineup reported combined sales of 2,676 units, flat versus the year-ago month, and the all-new CT 200h premium hybrid compact posted 1,759 units in its ninth month of sales.

Lexus Division light trucks recorded sales of 8,921 units, down 5.4 percent from last November. The RX and RX Hybrid luxury utility vehicles led the segment with combined November sales of 7,580 units, flat year-over-year, and the GX 460 mid-sized luxury utility vehicle posted sales of 1,076 units.

TMS Hybrids

TMS posted November sales of 19,181 hybrid vehicles, a 31.1 percent increase over November 2010. Toyota Division posted monthly sales of 16,260 hybrids, up 30.9 percent compared to the same period last year. Lexus Division reported sales of 2,921 hybrids, an increase of 32.8 percent over the year-ago month.

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