

Toyota Reports June and First-Half Sales

July 01, 2011

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TORRANCE, Calif. (July 1, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported June 2011 sales results of 110,937 units, a decrease of 24.1 percent compared to the same period last year, on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 26 selling days in June 2011 compared to 25 selling days in June 2010, TMS sales were down 21.1 percent from the year-ago month.

The Toyota Division posted June total sales of 100,164 units, a decrease of 21.9 percent on a DSR basis from June 2010. On a raw volume basis, Toyota Division sales were down 18.7 percent from the year-ago month. The Lexus Division reported total sales of 10,773 units, down 40.2 percent from June 2010 on a DSR basis. Volume-wise, Lexus Division sales were down 37.8 percent compared to the same period last year.

For the first half of the year, TMS reported sales of 812,788 units. With 152 selling days in the first half of 2011, compared to 151 selling days during the first half of 2010, sales were down 4.6 percent on a DSR basis from the same period last year. On a raw volume basis, unadjusted for one extra selling day in 2011, sales were down 3.9 percent during the first half of the year.

"We can't say enough about the remarkable efforts our team members and suppliers have made here in the U.S. and in Japan to restore production," said Don Esmond, senior vice president of automotive operations, Toyota Motor Sales, U.S.A. "June marked a significant turning point for Toyota as sales moved up over last month. Toyota dealers now have a good supply of cars and trucks, and that selection is growing everyday. Returning production and new marketing programs will put us in a great position to take advantage of the summer selling season and with an influx of new products slated this year, we're extremely optimistic about the second half of 2011."

Toyota Division

Toyota Division passenger cars recorded combined sales of 51,616 units, down 29.4 percent from June 2010. Passenger car sales were led by Camry and Camry Hybrid with combined sales of 21,375 units, and Corolla reported combined June sales of 18,872 units. The Prius mid-size gas-electric hybrid posted June sales of 4,340 units.

Toyota Division light trucks recorded June sales of 48,548 units, a decrease of 11.9 percent compared to last year. Light truck sales were led by the Sienna minivan and RAV4 compact SUV, with monthly sales of 9,267 and 9,105, respectively. Highlander and Highlander Hybrid reported combined sales of 7,332 units, the Tacoma mid-size pickup posted sales of 8,131 units, and the Tundra full-size pickup reported sales of 6,615 units.

Scion posted June sales of 3,456 units, a decrease of 14.8 percent over June 2010. The tC sports coupe led the way with sales of 2,053 units, an increase of 73.6 percent year-over-year. The xD reported sales of 575 units, and the xB urban utility vehicle posted June sales of 828 units.

Lexus Division

Lexus reported passenger car sales of 4,942 units, down 41.7 percent from June 2010. The ES 350 entry luxury sedan led Lexus passenger car sales with sales of 2,158 units, while the IS lineup reported combined sales of 1,631 units. The all-new CT 200h premium hybrid compact posted 240 units in its fourth month of sales.

Lexus light trucks recorded sales of 5,831 units, down 38.9 percent over June 2010. Lexus light truck sales were led by the RX luxury utility vehicle, which posted combined June sales of 5,141 units. The GX 460 mid-size luxury utility vehicle reported sales of 558 units.

TMS Hybrids

TMS posted June sales of 5,703 hybrid vehicles, a decrease of 62.5 percent compared to the same period last year. Toyota Division posted June sales of 4,863 hybrids, while Lexus Division reported sales of 840 hybrids for the month.

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