

Toyota Reports July 2011 Sales

August 02, 2011

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TORRANCE, Calif. (August 2, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported July sales of 130,802 units, a decrease of 19.7 percent from the same period last year on a daily selling rate (DSR) basis. On a raw volume basis, unadjusted for 26 selling days in July 2011 compared to 27 selling days in July 2010, TMS sales were down 22.7 percent from the year-ago month. Compared to June 2011, sales increased 17.9 percent on both a DSR and raw volume basis.

Toyota Division recorded July sales of 116,263 vehicles, a decrease of 19.8 percent from the year-ago month on a DSR basis. On a raw volume basis, Toyota Division sales were down 22.8 percent compared to July 2010. Lexus Division reported July sales of 14,539 units, a decrease of 18.8 percent from last year on a DSR basis. Volume-wise, Lexus Division sales were down 21.8 percent from the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 60,088 units, a decrease of 28.3 percent from last July. The Camry and Camry Hybrid led passenger cars with combined monthly sales of 27,016 units. Corolla recorded sales of 17,577 units, and the Prius mid-size gas-electric hybrid reported sales of 7,907 units. The Avalon sedan posted sales of 2,698 units, which is flat compared to July 2010.

Toyota Division light trucks posted sales of 56,175 units in July, down 8.3 percent from the same period last year. Light truck sales were led by the Sienna minivan, which reported sales of 10,620 units, up 6.2 percent compared to July 2010. The RAV4 compact SUV recorded monthly sales of 8,814 units, and the Highlander and Highlander Hybrid posted combined sales of 9,552 units, an increase of 27.0 percent over the year-ago month. The Venza mid-size crossover reported sales of 4,711 units, up 21.6 percent over last year. The Tundra full-size pickup recorded sales of 7,762 units, and the Tacoma mid-size pickup posted sales of 8,929 units for the month.

"For the second straight month, Toyota posted a month-to-month sales gain as inventories continued to recover," said Jeff Bracken, vice president of Toyota Division sales. "With the launch of four all-new models in the second half, including the 2012 Camry, and a production outlook that continues to improve, we're optimistic our strong momentum will continue."

Scion posted July sales of 3,499 units, down 21.9 percent from July 2010. The tC sports coupe led the way with July sales of 1,590 units, an increase of 27.6 percent compared to last year. The xB urban utility vehicle posted sales of 1,194 units, and the xD reported sales of 715 units for the month.

Lexus Division

Lexus Division reported passenger car sales of 7,974 units, a decrease of 7.7 percent from the year-ago month. The ES 350 entry luxury sedan led passenger cars with sales of 2,850 units, while the IS lineup reported combined sales of 2,305 units. The all-new CT 200h premium hybrid compact posted 1,553 units in its fifth month of sales.

Lexus Division light trucks recorded sales of 6,565 units, down 29.2 percent from July 2010. Light trucks were led by the RX luxury utility vehicle, which reported combined July sales of 5,471 units, and the GX 460 mid-sized luxury utility vehicle posted sales of 830 units.

TMS Hybrids

TMS posted July sales of 11,047 hybrid vehicles, a decrease of 34.5 percent compared to the same period last year. Toyota Division posted sales of 8,485 hybrids, while Lexus Division reported sales of 2,562 hybrids for the month, an increase of 71.5 percent over July 2010.

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