

Toyota Reports August 2011 Sales

September 01, 2011

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TORRANCE, Calif. (September 1, 2011) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported August sales of 129,483 units, a decrease of 16.1 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 August 2011 compared to 25 selling days in August 2010, TMS sales were down 12.7 percent from the year-ago month.

Toyota Division recorded August sales of 111,380 vehicles, a decrease of 16.9 percent from the year-ago month on a DSR basis. On a raw volume basis, Toyota Division sales were down 13.6 percent compared to August 2010. Lexus Division reported August sales of 18,103 units, a decrease of 10.6 percent from last year on a DSR basis. Volume-wise, Lexus Division sales were down 7.0 percent from the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 63,250 units, a decrease of 15.8 percent from last August. The Camry and Camry Hybrid led passenger cars with combined monthly sales of 30,185 units. Corolla recorded sales of 16,420 units, and the Prius mid-size gas-electric hybrid reported sales of 9,491 units.

Toyota Division light trucks posted sales of 48,130 units in August, down 18.3 percent from the same period last year. Light truck sales were led by the Sienna minivan, which reported sales of 8,648 units. The RAV4 compact SUV recorded monthly sales of 6,502 units, and the Highlander and Highlander Hybrid posted combined sales of 8,047 units, flat compared to the year-ago month. The Tundra full-size pickup recorded sales of 6,752 units, and the Tacoma mid-size pickup posted sales of 8,650, up 1.0 percent compared to August 2010.

“While Hurricane Irene has been unsettling across much of the East Coast, we’re pleased to report all Toyota associates are safe and dealerships remain open for business,” said Jeff Bracken, vice president of Toyota Division sales. “Our supply outlook continues to improve as North American production will return to 100 percent of normal levels this month. With our Georgetown, Kentucky plant now running at maximum operating levels and Toyota dealers ready for the arrival of the all-new 2012 Camry and Camry Hybrid, we plan to pull the on-sale date forward.”

Scion posted August sales of 3,649 units, down 9.0 percent from August 2010. The xB urban utility vehicle led the way with August sales of 1,785 units, the tC sports coupe posted sales of 1,114 units, and the xD reported sales of 750 units for the month.

Lexus Division

Lexus Division reported passenger car sales of 10,331 units, an increase of 6.2 percent over the year-ago month. The ES 350 entry luxury sedan led passenger cars with sales of 3,887 units, while the IS lineup reported combined sales of 2,865 units. The all-new CT 200h premium hybrid compact posted 2,087 units in its sixth month of sales.

Lexus Division light trucks recorded sales of 7,772 units, down 26.1 percent from August 2010. Light trucks were led by the RX and RX Hybrid luxury utility vehicle, which reported combined August sales of 6,504 units, and the GX 460 mid-sized luxury utility vehicle posted sales of 958 units.

TMS Hybrids

TMS posted August sales of 13,273 hybrid vehicles, a decrease of 17.4 percent compared to the same period last year. Toyota Division posted sales of 10,035 hybrids, while Lexus Division reported sales of 3,238 hybrids for the month, an increase of 56.1 percent over August 2010.

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