

Toyota Reports February Sales

March 02, 2010

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TORRANCE, Calif. (March 2, 2010) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported February sales of 100,027 vehicles. With equal selling days in February 2009 and 2010, sales were down 8.7 percent from the year-ago month on a daily selling rate and unadjusted raw volume basis.

The Toyota Division posted February sales of 86,240 units, a decrease of 10.6 percent from the same period last year. The Lexus Division reported February sales of 13,787 units, an increase of 5.2 percent over the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 52,827 units, a decrease of 10.3 percent from last February. Passenger car sales were led by Corolla with sales of 16,996 units for the month. Camry and Camry Hybrid posted combined February sales of 16,552 units. The Prius mid-size gas-electric hybrid posted February sales of 7,968 units, up 10.2 percent over the year-ago month. Venza reported sales of 3,414 units for the month.

Toyota Division light trucks posted sales of 33,413 units in February. Light truck sales were led by the Tacoma mid-size pickup, which reported sales of 8,325 units for the month, up 5.7 percent over last February. The RAV4 compact SUV recorded monthly sales of 6,799 units. Highlander and Highlander Hybrid posted combined sales of 3,615 units for the month. The all-new 4Runner reported February sales of 2,973 units, up 54.7 percent over the year-ago month. The Tundra full-size pickup recorded sales of 5,468 units.

Scion posted February sales of 3,027 units. The xB urban utility vehicle led the way with sales of 1,539 units. The tC sports coupe posted February sales of 860 units. The xD reported sales of 628 units for the month.

Lexus Division

Lexus reported passenger car sales of 6,366 units, up 4.5 percent over the year-ago month. Lexus passenger car sales were led by the recently revised ES 350 entry luxury sedan which posted sales of 2,349 units. The IS luxury sports sedan reported combined sales of 1,991 units. The HS 250h luxury hybrid sedan recorded February sales of 712 units.

Lexus light trucks recorded sales of 7,421 units, up 5.8 percent over last February. Lexus sales were led by the RX, which posted combined February sales of 5,694 units. The all-new GX mid-size luxury utility vehicle reported sales of 1,473 units.

TMS Hybrids

TMS posted February sales of 10,957 hybrid vehicles. Toyota Division posted sales of 9,318 hybrids for the month. Lexus Division reported sales 1,639 hybrids in February.

There were 24 selling days this month and last February.

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<http://www.lexusnewsroom.com>

<http://www.scionnewsroom.com>