

Toyota Reports November Sales

December 01, 2009

TORRANCE, Calif. (December 1, 2009) – Toyota Motor Sales (TMS), U.S.A., Inc., today reported November sales of 133,700 vehicles, an increase of 11.5 percent over last November, on a daily selling rate basis.

The Toyota Division posted November sales of 115,200 units, an increase of 9.8 percent over the same period last year. The Lexus Division reported November sales of 18,500 units, an increase of 24 percent over the year-ago month.

Toyota Division

Toyota Division passenger cars recorded sales of 71,622 units, an increase of 14.5 percent over last November. Passenger car sales were led by Camry and Camry Hybrid, which posted combined November sales of 27,385 units, up 18 percent over the year-ago month. The Prius mid-size gas-electric hybrid posted November sales of 9,617 units, up 20.7 percent over this time last year. Corolla recorded sales of 21,899 units, up 9.2 percent over November 2008. Venza reported sales of 4,140 units for the month.

Toyota Division light trucks posted sales of 43,578 units, up 2.8 percent over the year-ago month. Light truck sales were led by the RAV4 compact SUV with November sales of 11,512 units, up 35.1 percent over the same period last year. Highlander and Highlander Hybrid posted combined sales of 6,213 units in November. The Tundra full-size pickup recorded sales of 6,379 units for the month, up 4.9 percent over last November. The Tacoma mid-size pickup reported sales of 7,633 units for the month. Sienna recorded sales of 7,488 units, up 32.3 percent over November 2008.

Scion posted November sales of 3,080 units. The xB urban utility vehicle led the way with sales of 1,392 units. The tC sports coupe posted November sales of 866 units. The xD reported sales of 822 units for the month.

Lexus Division

Lexus passenger cars reported November sales of 10,055 units, up 22.2 percent over the year-ago month. Passenger car sales were led by the ES entry luxury sedan, with sales of 4,110 units, up 8.5 percent over last November. The IS entry luxury sport line posted combined sales of 2,851 units, up 12.7 percent over the same period last year. The HS entry luxury hybrid sedan recorded November sales 1,407 units.

Lexus Division light trucks reported November sales of 8,445 units, up 26.1 percent over the same period last year. Lexus sales were led by the RX luxury utility vehicle which posted combined November sales of 7,923 units, up 47.2 percent over the year-ago month. The RX 450h hybrid luxury utility vehicle reported sales of 1,210 units for the month.

TMS Hybrids

TMS posted November sales of 14,473 hybrid vehicles, up 26.4 percent over the same period last year. Toyota Division posted sales of 11,804 hybrids for the month. Lexus Division posted November sales of 2,669 hybrids.

There were 23 selling days this month, compared to 25 selling days last November.

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