Toyota Motor North America Reports U.S. September and Third Quarter 2023 Sales Results

October 03, 2023

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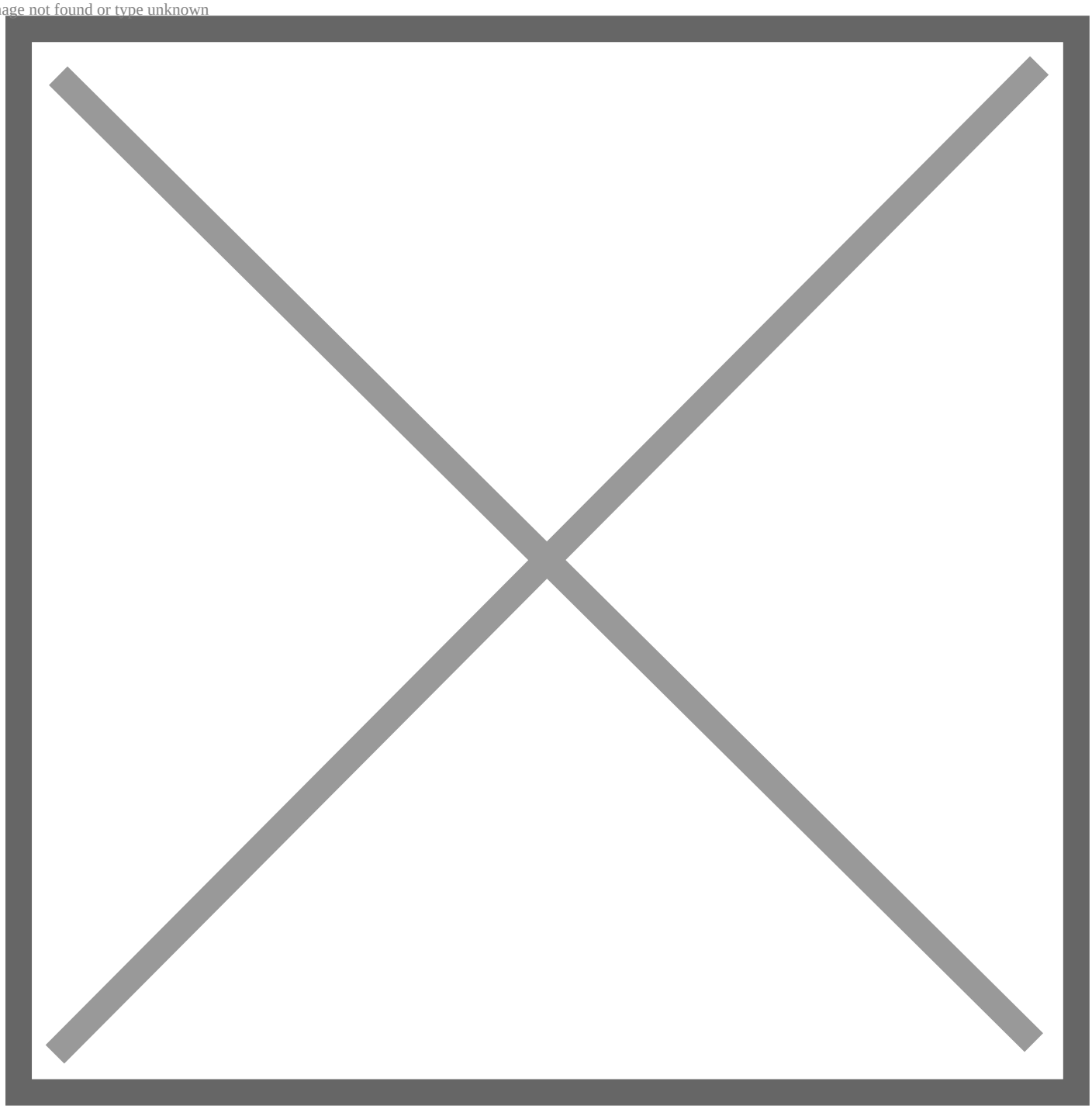

PLANO, Texas (Oct. 3, 2023) – Toyota Motor North America (TMNA) today reported U.S. September 2023 sales of 203,904 vehicles, up 13.9 percent on a volume basis and up 9.5 percent on a daily selling rate (DSR) basis versus September 2022. September 2023 sales of electrified vehicles totaled 64,298, representing 31.5 percent of total monthly sales.

For the third quarter of 2023, TMNA reported U.S. sales of 590,296 vehicles, up 12.2 percent on a volume basis and up 10.8 percent on a DSR basis. Third quarter electrified vehicle sales totaled 184,666, representing 31.3 percent of total year-to-date sales.

Toyota division posted September sales of 177,654 vehicles, up 12.9 percent on a volume basis and up 8.6 percent on a DSR basis. For the third quarter of 2023, Toyota division reported sales of 515,400 vehicles, up 12.4 percent on a volume basis and up 11 percent on a DSR basis.

Lexus division posted September sales of 26,250 vehicles, up 20.9 percent on a volume basis and up 16.2 percent on a DSR basis. For the third quarter of 2023, Lexus division reported sales of 74,896 vehicles, up 10.9 percent on a volume basis and up 9.5 percent on a DSR basis.

“With the introduction of several electrified vehicles including the all-new Toyota Grand Highlander hybrid, Toyota Corolla Cross hybrid, Toyota Prius, and the Lexus RX plug-in hybrid, customers now have 26 Toyota and Lexus electrified vehicle options to choose from, the most among any automaker,” said Jack Hollis, executive vice president, Sales, TMNA. “We anticipate continued strong sales momentum as we close out 2023 as dealer stock improves and key new products like the fourth generation Toyota Tacoma and Lexus TX and TX hybrid hit showroom floors.”

September, Third Quarter and Year-To-Date Highlights

TMNA:

- September electrified vehicle sales of 64,298, up 81.5 percent; represents 31.5 percent of total sales volume
- Year-to-date electrified vehicle sales of 455,142, up 20.3 percent; represents 27.9% percent of total sales volume
- 26 electrified Toyota and Lexus vehicle options available at dealerships
- Passenger car September sales up 10 percent
- Truck September sales up 15.7 percent

Toyota Division:

- Electrified vehicle Sept. sales up 88.2 percent
- electrified vehicle ratio: 27.9 percent
- Year to date 2023 electrified vehicle ratio: 3 percent
- Passenger car Sept. sales up 11.2 percent
- Prius Sept. sales up 68.7 percent
- SUV Sept. sales 20.7 percent
- Venza Sept. sales up 145 percent
- Best-ever Sept. sales:
    - bZ4X
    - Corolla Cross HEV
    - Corolla HEV
    - Crown
    - Grand Highlander

    - Grand Highlander HEV
    - Sequoia
    - Tundra HEV
- Best-ever YTD sales:
    - bZ4X
    - Corolla Cross
    - Corolla HEV
    - Mirai
    - Sequoia
    - Tundra HEV

Lexus Division:

- Electrified vehicle Sept. sales up 84.0 percent
- electrified vehicle ratio: 28.7 percent
- Year-to-date electrified vehicle ratio: 27.9 percent
- IS Sept. sales up 12.9 percent
- Luxury utility vehicle Sept. sales up 28.6 percent; YTD up 19.9 percent
- UX Sept. sales up 36.8 percent; YTD up 19.4 percent
- NX Sept. sales up 64.8 percent; YTD sales up 63.3 percent
- RX Sept. sales up 8.9 percent; YTD sales up 4 percent
- LX Sept. sales up 404 percent; YTD sales up 94.7 percent
- Best-ever Sept. sales:
    - Total vehicles
    - Total utility vehicles
    - Total electrified vehicles
    - IS 500
    - NX HEV
    - NX PHEV
    - Total NX
    - RX HEV
    - RZ
    - RX PHEV
- Best-ever year-to-date sales:
    - Total electrified vehicles
    - IS 500
    - NX HEV
    - NX PHEV
    - Total NX
    - RX HEV
    - RX PHEV
    - RZ

Note:

HEV = Hybrid Electric Vehicle

PHEV = Plug-In Hybrid Electric Vehicle

FCEV = Fuel Cell Electric Vehicle

BEV = Battery Electric Vehicle

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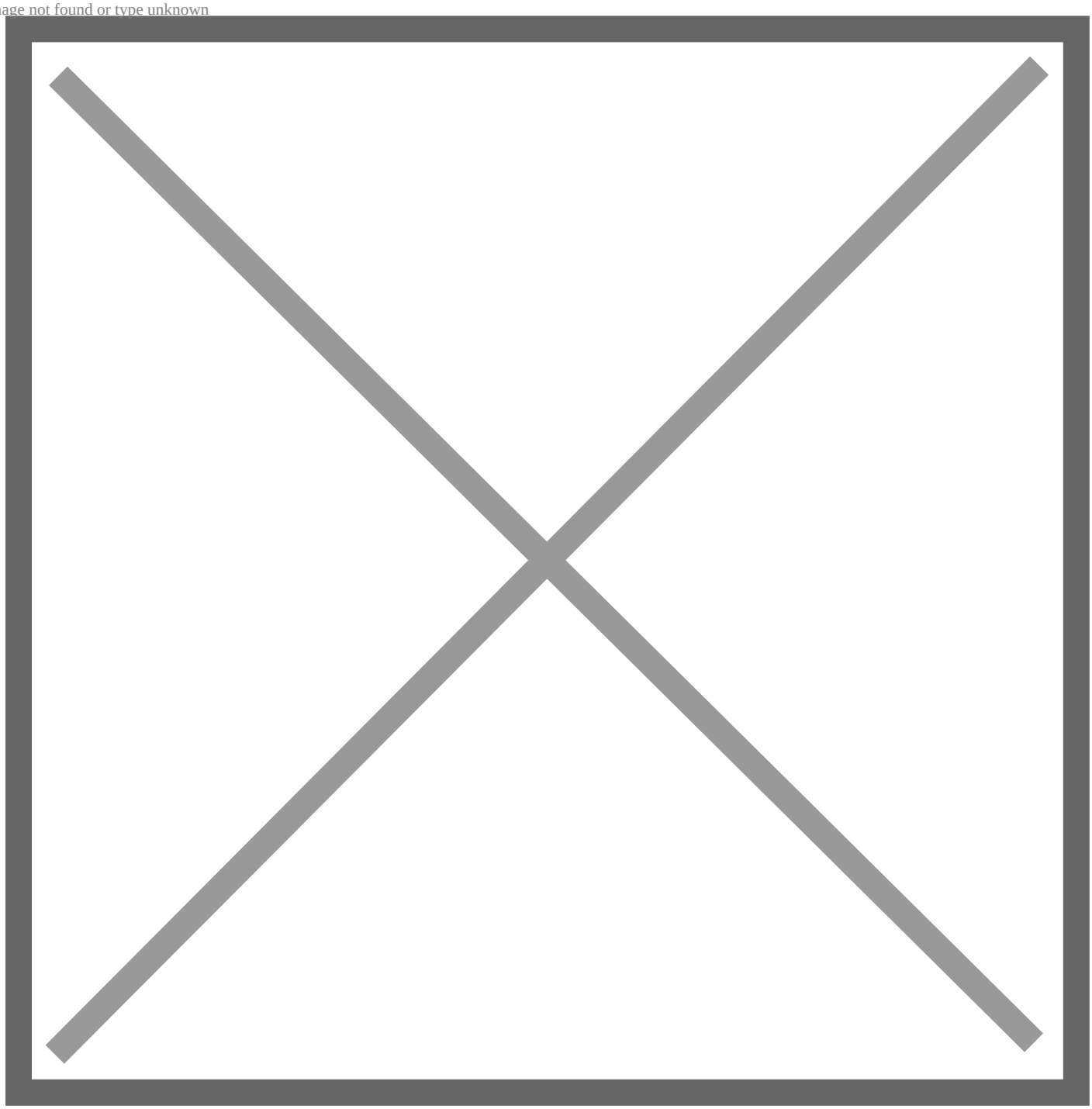

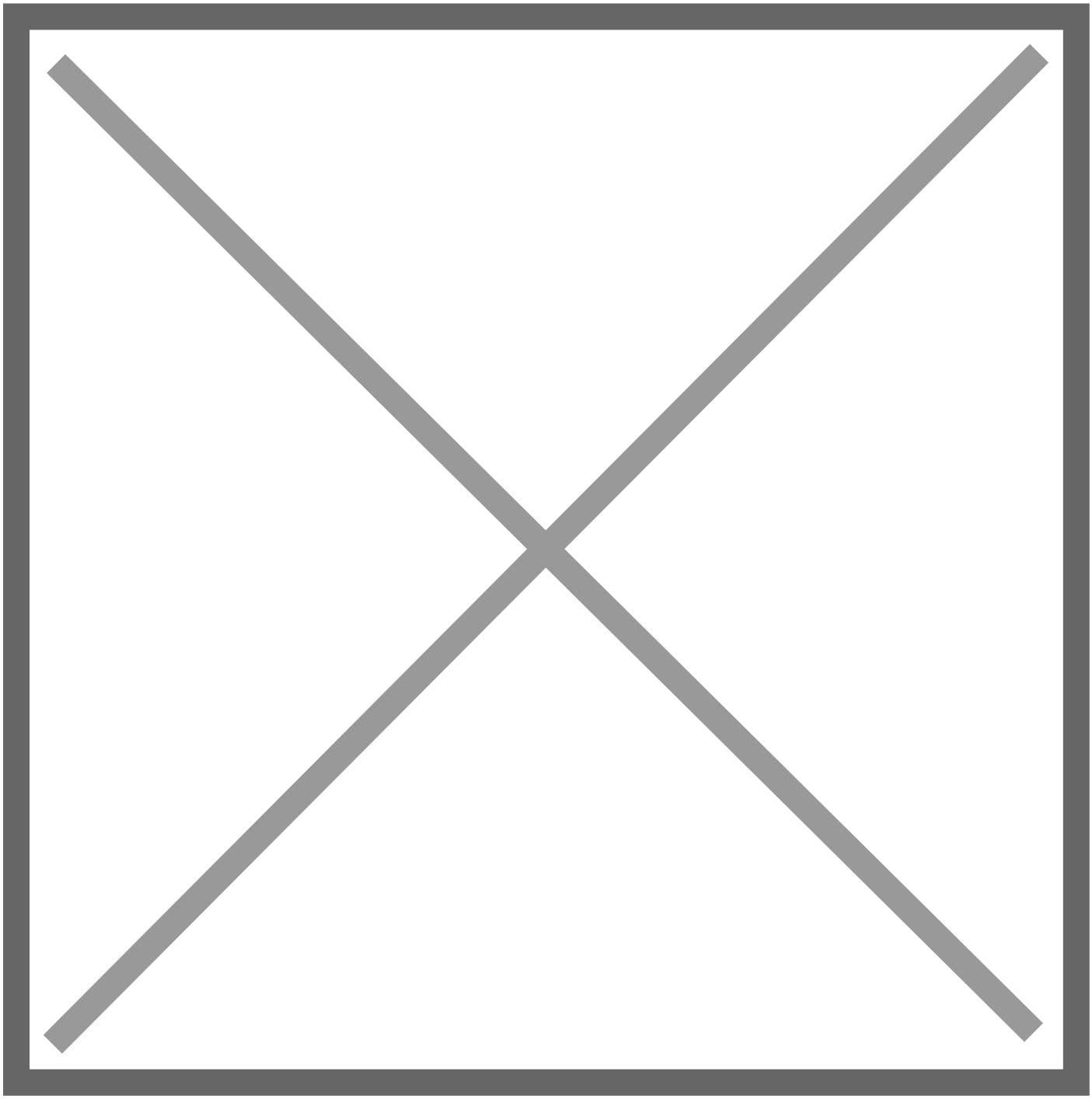

Updated October 5, 2023.