

Toyota and Lexus 2009 October Sales

TOYOTA RETAIL SALES

(INCLUDES FLEET & HAWAII)

October, 2009

| | -- CURRENT MONTH -- | | | -- CALENDAR YEAR TO DATE -- | | |
|--------------------------------|---------------------|--------|--------------|-----------------------------|-----------|--------------|
| | 2009 | 2008 | DSR % CHG | 2009 | 2008 | DSR % CHG |
| | ---- | ---- | --- | ---- | ---- | --- |
| YARIS | 4,384 | 4,871 | -13.2 | 55,169 | 93,366 | -40.9 |
| COROLLA | 25,717 | 27,386 | -9.4 | 240,755 | 307,071 | -21.6 |
| CAMRY | 30,136 | 30,556 | -4.9 | 294,493 | 386,118 | -23.7 |
| VENZA | 5,035 | 0 | N/A | 44,451 | 0 | N/A |
| AVALON | 2,539 | 3,543 | -30.9 | 22,417 | 37,852 | -40.8 |
| PRIUS | 13,496 | 11,804 | 10.3 | 118,290 | 142,365 | -16.9 |
| SCION xA | 0 | 0 | N/A | 3 | 39 | -92.3 |
| SCION xB | 1,782 | 2,594 | -33.8 | 22,313 | 41,265 | -45.9 |
| SCION tC | 1,057 | 2,224 | -54.2 | 16,085 | 37,904 | -57.6 |
| SCION xD | 1,023 | 1,925 | -48.8 | 12,709 | 25,294 | -49.8 |
| TOTAL TOYOTA DIV. PASS. CAR | 85,169 | 84,904 | -3.3 | 826,687 | 1,071,276 | -22.8 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| ES | 4,413 | 4,141 | 2.8 | 37,844 | 54,783 | -30.9 |
| HS | 1,527 | 0 | N/A | 3,312 | 0 | N/A |
| LS | 804 | 1,502 | -48.4 | 8,192 | 17,532 | -53.3 |
| SC | 41 | 98 | -59.7 | 636 | 1,787 | -64.4 |
| GS | 494 | 819 | -41.8 | 5,771 | 13,838 | -58.3 |
| IS | 3,162 | 2,772 | 10.0 | 31,073 | 43,144 | -28.0 |
| TOTAL LEXUS PASS. CAR | 10,441 | 9,332 | 7.9 | 86,828 | 131,084 | -33.8 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| TOTAL TOYOTA PASS. CAR | 95,610 | 94,236 | -2.2 | 913,515 | 1,202,360 | -24.0 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| SIENNA | 8,249 | 8,003 | -0.6 | 68,021 | 102,890 | -33.9 |
| RAV4 | 13,971 | 12,227 | 10.2 | 120,834 | 118,965 | 1.6 |
| FJ CRUISER | 849 | 1,657 | -50.6 | 9,230 | 23,353 | -60.5 |
| 4RUNNER | 345 | 3,555 | -90.6 | 13,472 | 40,861 | -67.0 |
| HIGHLANDER | 5,979 | 7,032 | -18.0 | 67,463 | 88,983 | -24.2 |
| LAND CRUISER | 165 | 185 | -14.0 | 1,912 | 3,388 | -43.6 |
| SEQUOIA | 1,478 | 1,829 | -22.1 | 13,230 | 26,421 | -49.9 |
| TOTAL SUV | 22,787 | 26,485 | -17.0 | 226,141 | 301,971 | -25.1 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 4X2 TACOMA | 4,144 | 5,202 | -23.2 | 46,883 | 70,975 | -33.9 |
| 4X4 TACOMA | 4,777 | 4,799 | -4.0 | 47,811 | 56,341 | -15.1 |
| TOTAL TACOMA | 8,921 | 10,001 | -14.0 | 94,694 | 127,316 | -25.6 |
| TUNDRA | 7,537 | 6,425 | 13.1 | 64,136 | 121,451 | -47.2 |
| TOTAL PICKUP | 16,458 | 16,426 | -3.4 | 158,830 | 248,767 | -36.2 |
| TOTAL TOYOTA DIV. LT TRUCK | 47,494 | 50,914 | -10.0 | 452,992 | 653,628 | -30.7 |
| LX | 404 | 567 | -31.3 | 2,917 | 6,983 | -58.2 |

| | | | | | | |
|---------------------------------|---------|---------|-------|-----------|-----------|-------|
| GX | 341 | 1,204 | -72.7 | 5,524 | 14,036 | -60.6 |
| RX | 8,316 | 5,180 | 54.8 | 73,641 | 68,399 | 7.7 |
| TOTAL LEXUS LIGHT TRUCK | 9,061 | 6,951 | 25.7 | 82,082 | 89,418 | -8.2 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| TOTAL TOYOTA LIGHT TRUCK | 56,555 | 57,865 | -5.8 | 535,074 | 743,046 | -28.0 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| TOTAL TOYOTA DIV. | 132,663 | 135,818 | -5.8 | 1,279,679 | 1,724,904 | -25.8 |
| TOTAL LEXUS | 19,502 | 16,283 | 15.5 | 168,910 | 220,502 | -23.4 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| TOTAL TOYOTA | 152,165 | 152,101 | -3.5 | 1,448,589 | 1,945,406 | -25.5 |
| MEMO: | | | | | | |
| DOM. COROLLA | 25,615 | 20,530 | 20.3 | 210,022 | 219,320 | -4.2 |
| DOM. CAMRY | 29,830 | 30,270 | -5.0 | 285,069 | 379,270 | -24.8 |
| DOM. RAV4 | 4,959 | 0 | N/A | 36,114 | 0 | N/A |
| DOM. HIGHLANDER | 1,023 | 0 | N/A | 1,023 | 0 | N/A |
| DOM. PICKUP | 16,458 | 16,426 | -3.4 | 158,830 | 248,765 | -36.2 |
| DOM. RX | 5,286 | 4,356 | 17.0 | 48,898 | 50,389 | -3.0 |
| SELLING DAYS | 28 | 27 | | 257 | 257 | |
| ----- | --- | --- | | --- | --- | |
| TOYOTA DIV. IMPORT CAR | 22,150 | 30,561 | -30.1 | 264,728 | 434,834 | -39.1 |
| LEXUS IMPORT CAR | 10,441 | 9,332 | 7.9 | 86,828 | 131,084 | -33.8 |
| TOYOTA DIV NA BUILT CARS | 63,019 | 54,343 | 11.8 | 561,959 | 636,442 | -11.7 |
| TOTAL TOYOTA CARS | 95,610 | 94,236 | -2.2 | 913,515 | 1,202,360 | -24.0 |
| TOYOTA DIV. IMPORT LT TRUCK | 16,350 | 24,656 | -36.1 | 176,797 | 275,550 | -35.8 |
| LEXUS IMPORT LT TRUCK | 3,775 | 2,595 | 40.3 | 33,184 | 39,029 | -15.0 |
| TOYOTA DIV NA BUILT LT TRUCK | 31,144 | 26,258 | 14.4 | 276,195 | 378,078 | -26.9 |
| LEXUS NA BUILT LT TRUCK | 5,286 | 4,356 | 17.0 | 48,898 | 50,389 | -3.0 |
| TOTAL TOYOTA LT TRUCK | 56,555 | 57,865 | -5.8 | 535,074 | 743,046 | -28.0 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| SPORT UTILITY VEHICLES | 30,999 | 31,779 | -5.9 | 298,993 | 368,036 | -18.8 |
| Memo: Lexus Sport Utility | 9,061 | 6,951 | 25.7 | 82,082 | 89,418 | -8.2 |
| SMALL VANS | 8,249 | 8,003 | -0.6 | 68,021 | 102,890 | -33.9 |
| PICKUPS | 16,458 | 16,426 | -3.4 | 158,830 | 248,767 | -36.2 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| * NORTH AMERICAN BUILT VEHICLES | | | | | | |
| COROLLA | 25,615 | 20,530 | 20.3 | 210,022 | 219,320 | -4.2 |
| CAMRY | 29,830 | 30,270 | -5.0 | 285,069 | 379,270 | -24.8 |
| VENZA | 5,035 | 0 | N/A | 44,451 | 0 | N/A |
| AVALON | 2,539 | 3,543 | -30.9 | 22,417 | 37,852 | -40.8 |
| SIENNA | 8,249 | 8,003 | -0.6 | 68,021 | 102,890 | -33.9 |

| | | | | | | |
|--------------------------|---------|--------|-------|---------|-----------|-------|
| RAV4 | 4,959 | 0 | N/A | 36,114 | 0 | N/A |
| HIGHLANDER | 1,023 | 0 | N/A | 1,023 | 0 | N/A |
| PICKUP | 16,458 | 16,426 | -3.4 | 158,830 | 248,765 | -36.2 |
| SEQUOIA | 1,478 | 1,829 | -22.1 | 13,230 | 26,421 | -49.9 |
| RX | 5,286 | 4,356 | 17.0 | 48,898 | 50,389 | -3.0 |
| TOTAL | 100,472 | 84,957 | 14.0 | 888,075 | 1,064,907 | -16.6 |
| N.A. VEHICLES | | | | | | |
| % OF TOTAL | 66.0% | 55.9% | | 61.3% | 54.7% | |
| SELLING DAYS | 28 | 27 | | 257 | 257 | |
| DSR = DAILY SELLING RATE | | | | | | |
| ----- | | | | | | |