

# Toyota Motor North America Reports Year-End 2022 U.S. Sales Results

January 04, 2023



**PLANO, Texas (Jan. 4, 2023)** – Toyota Motor North America (TMNA) today reported year-end 2022 U.S. sales of 2,108,458 vehicles, a decrease of 9.6 percent on a volume basis and a decrease of 9.9 percent on a daily selling rate (DSR) basis compared to 2021.

The company reported U.S. fourth quarter 2022 sales of 536,740 vehicles, an increase of 13.1 percent on a volume basis and DSR basis compared to the fourth quarter of 2021. U.S. December 2022 sales totaled 180,147 vehicles, an increase of 3.5 percent on a volume basis and DSR basis compared to December 2021.

“In 2022, we further solidified our leadership position in electrified vehicles, and through our 20 electrified options, we’re giving customers a choice that fits their lifestyle and needs,” said Jack Hollis, executive vice president, Sales, TMNA. “Thanks to our manufacturing team and outstanding dealers, we are focused on delivering world-class service and products to customers, and preparing to introduce nearly two dozen all-new, refreshed or special edition vehicles in 2023, including sedans and even more electrified options.”

## 2022 Highlights

## TMNA:

- 20 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands, the most among any automaker
- 2022 electrified vehicle sales of 504,016 represent nearly 24% of total sales volume
- Projected to be the number one seller of passenger vehicles for the 11<sup>th</sup> consecutive year, and 19 of the last 20
- December sales up 3.5%
- December car division sales up 23.3%
- Fourth quarter sales up 13.1%
- Fourth quarter car division sales up 43.7%
- Fourth quarter truck sales up 4.5%
- Announced an additional \$2.5 billion investment, for a total of \$3.8 billion, at the company's North Carolina manufacturing plant to produce batteries for hybrids and electric vehicles. It's expected to start production in 2025 and provide 2,100 new jobs
- TMNA's digital retail sales of new vehicles through its SmartPath and Monogram platforms surged past 152,000 at more than 360 dealers; more than 100 dealers will go live on both platforms by summer 2023

## Toyota Division:

- 2022 electrified vehicles sales of 448,854 represent 24.3% of total sales volume
- Projected to be the number one retail brand for the 11<sup>th</sup> consecutive year
- December sales up 6.6%
- December car sales up 26.5%
- Fourth quarter division sales up 16.6%
- Fourth quarter car sales up 43.7%
- Fourth quarter SUV sales up 2.7%
- Fourth quarter pickup sales up 32.5%
- Fourth quarter truck sales up 7.7%
- Corolla number one compact car in America
- Camry number one passenger car in America for the 21<sup>st</sup> consecutive year
- Tacoma number one small pickup in America for the 18<sup>th</sup> consecutive year
- RAV4 best-selling SUV in the U.S. for 7<sup>th</sup> consecutive year
- All-time best-ever year for:
  - GR86
  - Corolla Hybrid
  - Corolla Cross
  - RAV4 Hybrid
  - Tundra Hybrid

## Lexus Division:

- 2022 electrified vehicles sales of 55,162 represent 21.3% of total sales volume, a division record
- December car division sales up 1.5%
- December electrified vehicle sales up 22.3%
- Fourth quarter car sales up 13.3%
- Fourth quarter electrified vehicle sales up 20.1%
- LUVs achieved top market share among luxury brands in 2022
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All-time best-ever year for:

- Electrified vehicle sales ratio of 21.4%
- LC Hybrid
- IS 500
- NX Hybrid
- NX Plug-in Hybrid

TOYOTA U.S. SALES SUMMARY								
December 2022								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2022	2021	DSR %	VOL %	2022	2021	DSR %	VOL %
<b>TOTAL TMNA</b>	180,147	174,115	3.5	3.5	2,108,458	2,332,262	-9.9	-9.6
TOTAL TOYOTA DIV.	160,039	150,072	6.6	6.6	1,849,754	2,027,786	-9.1	-8.8
TOTAL LEXUS DIV.	20,108	24,043	-16.4	-16.4	258,704	304,476	-15.3	-15.0
COROLLA	17,982	13,940	29.0	29.0	222,216	248,993	-11.0	-10.8
SUPRA	258	483	-46.6	-46.6	4,952	6,830	-27.7	-27.5
GR86 (INCL FR-S)	860	107	703.7	703.7	11,996	1,152	937.9	941.3
MIRAI	303	28	982.1	982.1	2,094	2,629	-20.6	-20.3
AVALON	12	1,122	-98.9	-98.9	12,215	19,460	-37.4	-37.2
PRIUS	4,907	3,946	24.4	24.4	36,919	59,010	-37.6	-37.4
CAMRY	25,906	20,074	29.1	29.1	295,201	313,795	-6.2	-5.9
<b>TOTAL TOYOTA DIV. CAR</b>	50,228	39,700	26.5	26.5	585,593	652,074	-10.5	-10.2
IS	1,922	1,393	38.0	38.0	21,386	21,998	-3.1	-2.8
RC	207	94	120.2	120.2	2,648	2,987	-11.6	-11.3
ES	3,395	4,028	-15.7	-15.7	41,735	45,406	-8.4	-8.1
GS	0	1	-100	-100	2	76	-97.4	-97.4
LS	223	178	25.3	25.3	2,679	3,739	-28.6	-28.3
LC	178	145	22.8	22.8	1,387	2,782	-50.3	-50.1
<b>TOTAL LEXUS DIV. CAR</b>	5,925	5,839	1.5	1.5	69,837	76,989	-9.6	-9.3
<b>TOTAL TMNA CAR</b>	56,153	45,539	23.3	23.3	655,430	729,033	-10.4	-10.1
C-HR	604	941	-35.8	-35.8	12,141	35,707	-66.1	-66.0
BZ4X	634	0	0	0	1,220	0	0	0
RAV4	33,489	34,609	-3.2	-3.2	399,941	407,739	-2.2	-1.9
COROLLA CROSS	5,609	3,500	60.3	60.3	56,666	7,203	684.1	686.7
VENZA	2,924	5,128	-43.0	-43.0	33,683	61,988	-45.8	-45.7
HIGHLANDER	20,247	19,270	5.1	5.1	222,805	264,128	-15.9	-15.6
4RUNNER	7,291	14,851	-50.9	-50.9	121,023	144,696	-16.6	-16.4
SEQUOIA	2,073	805	157.5	157.5	5,314	8,070	-34.4	-34.2
LAND CRUISER	3	13	-76.9	-76.9	48	3,711	-98.7	-98.7
<b>TOTAL TOYOTA DIV. SUV</b>	72,874	79,117	-7.9	-7.9	852,841	933,243	-8.9	-8.6
SIENNA	6,107	8,082	-24.4	-24.4	69,751	107,990	-35.6	-35.4
TACOMA	20,855	19,423	7.4	7.4	237,323	252,520	-6.3	-6.0
TUNDRA	9,975	3,750	166.0	166.0	104,246	81,959	26.8	27.2
<b>TOTAL TOYOTA DIV. PICKUP</b>	30,830	23,173	33.0	33.0	341,569	334,479	1.8	2.1
<b>TOTAL TOYOTA DIV. TRUCK</b>	109,811	110,372	-0.5	-0.5	1,264,161	1,375,712	-8.4	-8.1
UX	1,060	1,577	-32.8	-32.8	10,237	17,581	-42.0	-41.8
NX	6,088	1,516	301.6	301.6	49,002	58,514	-16.5	-16.3
RX	3,769	11,594	-67.5	-67.5	96,041	115,320	-17.0	-16.7
GX	2,828	3,007	-6.0	-6.0	29,945	32,509	-8.2	-7.9
LX	438	510	-14.1	-14.1	3,642	3,563	1.9	2.2
<b>TOTAL LEXUS DIV. TRUCK</b>	14,183	18,204	-22.1	-22.1	188,867	227,487	-17.2	-17.0
<b>TOTAL TMNA TRUCK</b>	123,994	128,576	-3.6	-3.6	1,453,028	1,603,199	-9.7	-9.4
<b>Selling Days</b>	27	27			307	306		

DSR = Daily Selling Rate

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