

**TOYOTA RETAIL SALES
(INCLUDES FLEET & HAWAII)
January, 2010**

| | ---- CURRENT MONTH ---- | | | -- CALENDAR YEAR TO DATE -- | | |
|-----------------------------|-------------------------|---------|--------------|-----------------------------|---------|--------------|
| | 2010 | 2009 | DSR % CHG | 2010 | 2009 | DSR % CHG |
| YARIS | 3,676 | 4,440 | -10.3 | 3,676 | 4,440 | -10.3 |
| COROLLA | 17,121 | 19,238 | -3.6 | 17,121 | 19,238 | -3.6 |
| CAMRY | 15,792 | 20,782 | -17.7 | 15,792 | 20,782 | -17.7 |
| VENZA | 3,564 | 1,394 | 177.0 | 3,564 | 1,394 | 177.0 |
| AVALON | 944 | 2,119 | -51.7 | 944 | 2,119 | -51.7 |
| PRIUS | 8,484 | 8,121 | 13.2 | 8,484 | 8,121 | 13.2 |
| SCION xB | 1,386 | 1,715 | -12.4 | 1,386 | 1,715 | -12.4 |
| SCION tC | 858 | 1,241 | -25.1 | 858 | 1,241 | -25.1 |
| SCION xD | 791 | 967 | -11.4 | 791 | 967 | -11.4 |
| TOTAL TOYOTA DIV. PASS. CAR | 52,616 | 60,017 | -5.0 | 52,616 | 60,017 | -5.0 |
| ES | 2,923 | 2,971 | 6.6 | 2,923 | 2,971 | 6.6 |
| HS | 1,247 | 0 | N/A | 1,247 | 0 | N/A |
| LS | 1,092 | 904 | 30.9 | 1,092 | 904 | 30.9 |
| SC | 24 | 73 | -64.4 | 24 | 73 | -64.4 |
| GS | 529 | 898 | -36.2 | 529 | 898 | -36.2 |
| IS | 2,203 | 2,400 | -0.6 | 2,203 | 2,400 | -0.6 |
| TOTAL LEXUS PASS. CAR | 8,018 | 7,246 | 19.9 | 8,018 | 7,246 | 19.9 |
| TOTAL TOYOTA PASS. CAR | 60,634 | 67,263 | -2.3 | 60,634 | 67,263 | -2.3 |
| SIENNA | 2,582 | 6,526 | -57.1 | 2,582 | 6,526 | -57.1 |
| RAV4 | 7,894 | 8,034 | 6.4 | 7,894 | 8,034 | 6.4 |
| FJ CRUISER | 1,263 | 2,596 | -47.3 | 1,263 | 2,596 | -47.3 |
| 4RUNNER | 3,006 | 3,191 | 2.1 | 3,006 | 3,191 | 2.1 |
| HIGHLANDER | 4,478 | 5,757 | -15.7 | 4,478 | 5,757 | -15.7 |
| LAND CRUISER | 145 | 157 | 0.1 | 145 | 157 | 0.1 |
| SEQUOIA | 644 | 1,592 | -56.2 | 644 | 1,592 | -56.2 |
| TOTAL SUV | 17,430 | 21,327 | -11.5 | 17,430 | 21,327 | -11.5 |
| 4X2 TACOMA | 3,236 | 3,910 | -10.3 | 3,236 | 3,910 | -10.3 |
| 4X4 TACOMA | 3,511 | 3,709 | 2.6 | 3,511 | 3,709 | 2.6 |
| TOTAL TACOMA | 6,747 | 7,619 | -4.1 | 6,747 | 7,619 | -4.1 |
| TUNDRA | 3,904 | 7,076 | -40.2 | 3,904 | 7,076 | -40.2 |
| TOTAL PICKUP | 10,651 | 14,695 | -21.5 | 10,651 | 14,695 | -21.5 |
| TOTAL TOYOTA DIV. LT TRUCK | 30,663 | 42,548 | -21.9 | 30,663 | 42,548 | -21.9 |
| LX | 282 | 328 | -6.9 | 282 | 328 | -6.9 |
| GX | 1,529 | 628 | 163.8 | 1,529 | 628 | 163.8 |
| RX | 5,688 | 6,520 | -5.5 | 5,688 | 6,520 | -5.5 |
| TOTAL LEXUS LIGHT TRUCK | 7,499 | 7,476 | 8.7 | 7,499 | 7,476 | 8.7 |
| TOTAL TOYOTA LIGHT TRUCK | 38,162 | 50,024 | -17.4 | 38,162 | 50,024 | -17.4 |
| TOTAL TOYOTA DIV. | 83,279 | 102,565 | -12.0 | 83,279 | 102,565 | -12.0 |
| TOTAL LEXUS | 15,517 | 14,722 | 14.2 | 15,517 | 14,722 | 14.2 |
| TOTAL TOYOTA | 98,796 | 117,287 | -8.7 | 98,796 | 117,287 | -8.7 |
| MEMO: | | | | | | |
| DOM. COROLLA | 16,293 | 14,448 | 22.2 | 16,293 | 14,448 | 22.2 |
| DOM. CAMRY | 15,572 | 20,316 | -17.0 | 15,572 | 20,316 | -17.0 |
| DOM. RAV4 | 1,916 | 322 | 544.6 | 1,916 | 322 | 544.6 |
| DOM. HIGHLANDER | 2,524 | 0 | N/A | 2,524 | 0 | N/A |
| DOM. PICKUP | 10,651 | 14,695 | -21.5 | 10,651 | 14,695 | -21.5 |
| DOM. RX | 4,245 | 4,850 | -5.2 | 4,245 | 4,850 | -5.2 |
| SELLING DAYS | 24 | 26 | | 24 | 26 | |

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| | ---- CURRENT MONTH ---- | | | -- CALENDAR YEAR TO DATE -- | | |
|--|-------------------------|--------|--------------|-----------------------------|--------|--------------|
| | 2010 | 2009 | DSR % CHG | 2010 | 2009 | DSR % CHG |
| TOYOTA DIV. IMPORT CAR | 16,243 | 21,740 | -19.1 | 16,243 | 21,740 | -19.1 |
| LEXUS IMPORT CAR | 8,018 | 7,246 | 19.9 | 8,018 | 7,246 | 19.9 |
| TOYOTA DIV NA BUILT CARS | 36,373 | 38,277 | 2.9 | 36,373 | 38,277 | 2.9 |
| TOTAL TOYOTA CARS | 60,634 | 67,263 | -2.3 | 60,634 | 67,263 | -2.3 |
| TOYOTA DIV. IMPORT LT TRUCK | 12,346 | 19,413 | -31.1 | 12,346 | 19,413 | -31.1 |
| LEXUS IMPORT LT TRUCK | 3,254 | 2,626 | 34.2 | 3,254 | 2,626 | 34.2 |
| TOYOTA DIV NA BUILT LT TRUCK | 18,317 | 23,135 | -14.2 | 18,317 | 23,135 | -14.2 |
| LEXUS NA BUILT LT TRUCK | 4,245 | 4,850 | -5.2 | 4,245 | 4,850 | -5.2 |
| TOTAL TOYOTA LT TRUCK | 38,162 | 50,024 | -17.4 | 38,162 | 50,024 | -17.4 |
| SPORT UTILITY VEHICLES | 23,666 | 26,207 | -2.2 | 23,666 | 26,207 | -2.2 |
| Memo: Lexus Sport Utility | 7,499 | 7,476 | 8.7 | 7,499 | 7,476 | 8.7 |
| SMALL VANS | 2,582 | 6,526 | -57.1 | 2,582 | 6,526 | -57.1 |
| PICKUPS | 10,651 | 14,695 | -21.5 | 10,651 | 14,695 | -21.5 |
| * NORTH AMERICAN BUILT VEHICLES | | | | | | |
| COROLLA | 16,293 | 14,448 | 22.2 | 16,293 | 14,448 | 22.2 |
| CAMRY | 15,572 | 20,316 | -17.0 | 15,572 | 20,316 | -17.0 |
| VENZA | 3,564 | 1,394 | 177.0 | 3,564 | 1,394 | 177.0 |
| AVALON | 944 | 2,119 | -51.7 | 944 | 2,119 | -51.7 |
| SIENNA | 2,582 | 6,526 | -57.1 | 2,582 | 6,526 | -57.1 |
| RAV4 | 1,916 | 322 | 544.6 | 1,916 | 322 | 544.6 |
| HIGHLANDER | 2,524 | 0 | N/A | 2,524 | 0 | N/A |
| PICKUP | 10,651 | 14,695 | -21.5 | 10,651 | 14,695 | -21.5 |
| SEQUOIA | 644 | 1,592 | -56.2 | 644 | 1,592 | -56.2 |
| RX | 4,245 | 4,850 | -5.2 | 4,245 | 4,850 | -5.2 |
| TOTAL | 58,935 | 66,262 | -3.6 | 58,935 | 66,262 | -3.6 |
| N.A. VEHICLES % OF TOTAL | 59.7% | 56.5% | | 59.7% | 56.5% | |
| SELLING DAYS | 24 | 26 | | 24 | 26 | |
| DSR = DAILY SELLING RATE | | | | | | |