

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

	----- CURRENT MONTH -----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
YARIS	3,422	5,017	-29.3	40,076	63,743	-36.7
COROLLA	22,058	34,220	-33.2	266,082	296,874	-9.8
CAMRY	31,223	34,946	-7.3	327,804	356,824	-7.5
VENZA	3,996	5,819	-28.8	47,321	54,410	-12.5
AVALON	2,691	2,574	8.4	28,390	26,935	6.1
PRIUS	15,639	11,775	37.7	140,928	139,682	1.6
SCION xB	1,538	1,756	-9.2	20,364	25,461	-19.5
SCION tC	1,594	1,047	57.9	15,204	17,998	-15.0
SCION xD	824	968	-11.7	10,110	14,499	-29.8
TOTAL TOYOTA DIV. PASS. CAR	82,985	98,122	-12.3	896,279	996,431	-9.5
ES	5,469	6,531	-13.2	48,652	48,485	1.0
HS	1,121	1,980	-41.3	10,663	6,699	60.2
LS	1,516	2,085	-24.6	12,275	11,334	9.0
SC	13	50	-73.0	328	720	-54.1
GS	777	1,063	-24.2	7,059	7,430	-4.4
IS	3,782	4,153	-5.6	34,129	38,077	-9.8
TOTAL LEXUS PASS. CAR	12,678	15,862	-17.1	113,106	112,745	1.0
TOTAL TOYOTA PASS. CAR	95,663	113,984	-13.0	1,009,385	1,109,176	-8.4
SIENNA	8,828	8,555	7.0	98,337	84,064	17.7
RAV4	17,486	16,742	8.3	170,877	149,088	15.4
FJ CRUISER	1,297	1,603	-16.1	14,959	11,941	26.1
4RUNNER	5,095	4,514	17.1	46,531	19,675	138.0
HIGHLANDER	11,271	9,442	23.8	92,121	83,118	11.6
LAND CRUISER	213	190	16.3	1,807	2,261	-19.6
SEQUOIA	1,770	1,760	4.3	13,848	16,387	-14.9
TOTAL SUV	37,132	34,251	12.4	340,143	282,470	21.2
4X2 TACOMA	4,676	4,525	7.2	49,357	54,939	-9.6
4X4 TACOMA	6,294	4,972	31.3	56,841	56,885	0.6
TOTAL TACOMA	10,970	9,497	19.8	106,198	111,824	-4.4
TUNDRA	10,013	8,870	17.1	93,309	79,385	18.3
TOTAL PICKUP	20,983	18,367	18.5	199,507	191,209	5.0
TOTAL TOYOTA DIV. LT TRUCK	66,943	61,173	13.5	637,987	557,743	15.1
LX	546	386	46.7	3,983	3,616	10.9
GX	2,246	502	364.0	16,450	6,235	165.6
RX	12,090	11,815	6.1	95,790	93,379	3.3
TOTAL LEXUS LIGHT TRUCK	14,882	12,703	21.5	116,223	103,230	13.3
TOTAL TOYOTA LIGHT TRUCK	81,825	73,876	14.9	754,210	660,973	14.9
TOTAL TOYOTA DIV.	149,928	159,295	-2.4	1,534,266	1,554,174	-0.6
TOTAL LEXUS	27,560	28,565	0.1	229,329	215,975	6.9
TOTAL TOYOTA	177,488	187,860	-2.0	1,763,595	1,770,149	0.3
MEMO:						
DOM. COROLLA	18,617	33,659	-42.6	228,165	265,440	-13.5
DOM. CAMRY	30,811	34,687	-7.9	324,756	346,957	-5.8
DOM. RAV4	13,246	5,746	139.1	101,850	46,360	121.1
DOM. HIGHLANDER	9,742	6,006	68.2	70,767	10,948	550.6
DOM. PICKUP	20,983	18,367	18.5	199,507	191,209	5.0
DOM. RX	8,716	9,174	-1.5	72,556	63,593	14.8
SELLING DAYS	27	28		306	308	

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	----- CURRENT MONTH -----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
TOYOTA DIV. IMPORT CAR	26,870	21,383	30.3	267,647	302,689	-11.0
LEXUS IMPORT CAR	12,678	15,862	-17.1	113,106	112,745	1.0
TOYOTA DIV NA BUILT CARS	56,115	76,739	-24.2	628,632	693,742	-8.8
TOTAL TOYOTA CARS	95,663	113,984	-13.0	1,009,385	1,109,176	-8.4
TOYOTA DIV. IMPORT LT TRUCK	12,374	20,739	-38.1	153,678	208,775	-25.9
LEXUS IMPORT LT TRUCK	6,166	3,529	81.2	43,667	39,637	10.9
TOYOTA DIV NA BUILT LT TRUCK	54,569	40,434	40.0	484,309	348,968	39.7
LEXUS NA BUILT LT TRUCK	8,716	9,174	-1.5	72,556	63,593	14.8
TOTAL TOYOTA LT TRUCK	81,825	73,876	14.9	754,210	660,973	14.9
SPORT UTILITY VEHICLES	50,717	45,351	16.0	441,407	373,759	18.9
Memo: Lexus Sport Utility	14,882	12,703	21.5	116,223	103,230	13.3
SMALL VANS	8,828	8,555	7.0	98,337	84,064	17.7
PICKUPS	20,983	18,367	18.5	199,507	191,209	5.0
* NORTH AMERICAN BUILT VEHICLES						
COROLLA	18,617	33,659	-42.6	228,165	265,440	-13.5
CAMRY	30,811	34,687	-7.9	324,756	346,957	-5.8
VENZA	3,996	5,819	-28.8	47,321	54,410	-12.5
AVALON	2,691	2,574	8.4	28,390	26,935	6.1
SIENNA	8,828	8,555	7.0	98,337	84,064	17.7
RAV4	13,246	5,746	139.1	101,850	46,360	121.1
HIGHLANDER	9,742	6,006	68.2	70,767	10,948	550.6
PICKUP	20,983	18,367	18.5	199,507	191,209	5.0
SEQUOIA	1,770	1,760	4.3	13,848	16,387	-14.9
RX	8,716	9,174	-1.5	72,556	63,593	14.8
TOTAL	119,400	126,347	-2.0	1,185,497	1,106,303	7.9
N.A. VEHICLES % OF TOTAL	67.3%	67.3%		67.2%	62.5%	
SELLING DAYS	27	28		306	308	
DSR = DAILY SELLING RATE						