

**TOYOTA RETAIL SALES
(INCLUDES FLEET & HAWAII)
December, 2009**

	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2009	2008	DSR % CHG	2009	2008	DSR % CHG
YARIS	5,017	4,417	5.5	63,743	102,328	-37.7
COROLLA	34,220	22,129	43.6	296,874	351,007	-15.4
CAMRY	34,946	25,275	28.4	356,824	436,617	-18.3
VENZA	5,819	1,474	266.6	54,410	1,474	3591.3
AVALON	2,574	2,436	-1.9	26,935	42,790	-37.1
PRIUS	11,775	7,859	39.1	139,682	158,884	-12.1
SCION xA	0	0	N/A	3	39	-92.3
SCION xB	1,756	1,794	-9.1	25,461	45,220	-43.7
SCION tC	1,047	1,348	-27.9	17,998	40,980	-56.1
SCION xD	968	985	-8.7	14,499	27,665	-47.6
TOTAL TOYOTA DIV. PASS. CAR	98,122	67,717	34.6	996,431	1,207,006	-17.4
ES	6,531	5,236	15.8	48,485	64,135	-24.4
HS	1,980	0	N/A	6,699	0	N/A
LS	2,085	1,451	33.4	11,334	20,255	-44.0
SC	50	116	-60.0	720	1,986	-63.7
GS	1,063	1,200	-17.7	7,430	15,759	-52.9
IS	4,153	3,539	9.0	38,077	49,432	-23.0
TOTAL LEXUS PASS. CAR	15,862	11,542	27.6	112,745	151,567	-25.6
TOTAL TOYOTA PASS. CAR	113,984	79,259	33.5	1,109,176	1,358,573	-18.4
SIENNA	8,555	6,901	15.1	84,064	115,944	-27.5
RAV4	16,742	8,795	76.8	149,088	137,020	8.8
FJ CRUISER	1,603	3,168	-53.0	11,941	28,668	-58.3
4RUNNER	4,514	3,707	13.1	19,675	47,878	-58.9
HIGHLANDER	9,442	7,791	12.5	83,118	104,661	-20.6
LAND CRUISER	190	227	-22.3	2,261	3,801	-40.5
SEQUOIA	1,760	2,399	-31.9	16,387	30,693	-46.6
TOTAL SUV	34,251	26,087	21.9	282,470	352,721	-19.9
4X2 TACOMA	4,525	4,287	-2.0	54,939	79,773	-31.1
4X4 TACOMA	4,972	4,404	4.8	56,885	64,882	-12.3
TOTAL TACOMA	9,497	8,691	1.5	111,824	144,655	-22.7
TUNDRA	8,870	9,191	-10.4	79,385	137,249	-42.2
TOTAL PICKUP	18,367	17,882	-4.6	191,209	281,904	-32.2
TOTAL TOYOTA DIV. LT TRUCK	61,173	50,870	11.7	557,743	750,569	-25.7
LX	386	508	-29.4	3,616	7,915	-54.3
GX	502	1,380	-66.2	6,235	16,424	-62.0
RX	11,815	9,932	10.5	93,379	84,181	10.9
TOTAL LEXUS LIGHT TRUCK	12,703	11,820	-0.2	103,230	108,520	-4.9
TOTAL TOYOTA LIGHT TRUCK	73,876	62,690	9.4	660,973	859,089	-23.1
TOTAL TOYOTA DIV.	159,295	118,587	24.7	1,554,174	1,957,575	-20.6
TOTAL LEXUS	28,565	23,362	13.5	215,975	260,087	-17.0
TOTAL TOYOTA	187,860	141,949	22.9	1,770,149	2,217,662	-20.2
MEMO:						
DOM. COROLLA	33,659	17,192	81.8	265,440	252,877	5.0
DOM. CAMRY	34,687	24,790	29.9	346,957	428,841	-19.1
DOM. RAV4	5,746	210	2440.7	46,360	247	18669.2
DOM. HIGHLANDER	6,006	0	N/A	10,948	0	N/A
DOM. PICKUP	18,367	17,882	-4.6	191,209	281,902	-32.2
DOM. RX	9,174	8,221	3.6	63,593	63,610	0.0
SELLING DAYS	28	26		308	308	

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	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2009	2008	DSR % CHG	2009	2008	DSR % CHG
TOYOTA DIV. IMPORT CAR	21,383	21,825	-9.0	302,689	481,024	-37.1
LEXUS IMPORT CAR	15,862	11,542	27.6	112,745	151,567	-25.6
TOYOTA DIV NA BUILT CARS	76,739	45,892	55.3	693,742	725,982	-4.4
TOTAL TOYOTA CARS	113,984	79,259	33.5	1,109,176	1,358,573	-18.4
TOYOTA DIV. IMPORT LT TRUCK	20,739	23,478	-18.0	208,775	321,781	-35.1
LEXUS IMPORT LT TRUCK	3,529	3,599	-8.9	39,637	44,910	-11.7
TOYOTA DIV NA BUILT LT TRUCK	40,434	27,392	37.1	348,968	428,788	-18.6
LEXUS NA BUILT LT TRUCK	9,174	8,221	3.6	63,593	63,610	0.0
TOTAL TOYOTA LT TRUCK	73,876	62,690	9.4	660,973	859,089	-23.1
SPORT UTILITY VEHICLES	45,351	34,739	21.2	373,759	432,573	-13.6
Memo: Lexus Sport Utility	12,703	11,820	-0.2	103,230	108,520	-4.9
SMALL VANS	8,555	6,901	15.1	84,064	115,944	-27.5
PICKUPS	18,367	17,882	-4.6	191,209	281,904	-32.2
* NORTH AMERICAN BUILT VEHICLES						
COROLLA	33,659	17,192	81.8	265,440	252,877	5.0
CAMRY	34,687	24,790	29.9	346,957	428,841	-19.1
VENZA	5,819	1,474	266.6	54,410	1,474	3591.3
AVALON	2,574	2,436	-1.9	26,935	42,790	-37.1
SIENNA	8,555	6,901	15.1	84,064	115,944	-27.5
RAV4	5,746	210	2440.7	46,360	247	18669.2
HIGHLANDER	6,006	0	N/A	10,948	0	N/A
PICKUP	18,367	17,882	-4.6	191,209	281,902	-32.2
SEQUOIA	1,760	2,399	-31.9	16,387	30,693	-46.6
RX	9,174	8,221	3.6	63,593	63,610	0.0
TOTAL	126,347	81,505	43.9	1,106,303	1,218,378	-9.2
N.A. VEHICLES % OF TOTAL	67.3%	57.4%		62.5%	54.9%	
SELLING DAYS	28	26		308	308	
DSR = DAILY SELLING RATE						