

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

	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
YARIS	3,069	5,483	-46.1	26,058	44,081	-40.9
COROLLA	27,345	29,593	-11.0	167,846	151,236	11.0
CAMRY	35,058	33,974	-0.6	189,297	184,216	2.8
VENZA	4,024	5,780	-33.0	29,220	26,243	11.3
AVALON	2,815	1,908	42.1	16,289	15,712	3.7
PRIUS	14,102	19,173	-29.2	80,141	74,924	7.0
SCION xB	2,299	2,838	-22.0	12,151	14,404	-15.6
SCION tC	1,294	1,939	-35.7	7,756	10,714	-27.6
SCION xD	1,060	1,976	-48.3	5,753	7,717	-25.5
TOTAL TOYOTA DIV. PASS. CAR	91,066	102,665	-14.6	534,511	529,252	1.0
ES	4,093	4,393	-10.3	26,102	24,756	5.4
HS	165	0	N/A	6,657	0	N/A
LS	986	874	8.6	6,636	5,731	15.8
SC	36	57	-39.2	222	542	-59.0
GS	592	551	3.5	4,078	4,107	-0.7
IS	3,100	4,029	-25.9	19,242	19,710	-2.4
TOTAL LEXUS PASS. CAR	8,972	9,904	-12.8	62,937	54,846	14.8
TOTAL TOYOTA PASS. CAR	100,038	112,569	-14.4	597,448	584,098	2.3
SIENNA	10,381	7,067	41.5	53,482	45,481	17.6
RAV4	15,979	15,912	-3.3	96,979	78,153	24.1
FJ CRUISER	1,327	386	231.0	8,492	7,534	12.7
4RUNNER	3,814	1,055	248.1	25,767	11,457	124.9
HIGHLANDER	7,811	9,407	-20.0	47,536	45,612	4.2
LAND CRUISER	143	209	-34.1	1,055	1,313	-19.6
SEQUOIA	1,233	789	50.5	6,933	9,810	-29.3
TOTAL SUV	30,307	27,758	5.1	186,762	153,879	21.4
4X2 TACOMA	4,286	6,596	-37.4	29,177	33,089	-11.8
4X4 TACOMA	5,388	5,956	-12.9	31,294	32,624	-4.1
TOTAL TACOMA	9,674	12,552	-25.8	60,471	65,713	-8.0
TUNDRA	9,201	6,313	40.3	54,515	42,419	28.5
TOTAL PICKUP	18,875	18,865	-3.7	114,986	108,132	6.3
TOTAL TOYOTA DIV. LT TRUCK	59,563	53,690	6.8	355,230	307,492	15.5
LX	286	215	28.1	1,877	1,957	-4.1
GX	1,175	587	92.8	9,241	3,994	131.4
RX	8,162	7,811	0.6	51,970	47,780	8.8
TOTAL LEXUS LIGHT TRUCK	9,623	8,613	7.6	63,088	53,731	17.4
TOTAL TOYOTA LIGHT TRUCK	69,186	62,303	6.9	418,318	361,223	15.8
TOTAL TOYOTA DIV.	150,629	156,355	-7.2	889,741	836,744	6.3
TOTAL LEXUS	18,595	18,517	-3.3	126,025	108,577	16.1
TOTAL TOYOTA	169,224	174,872	-6.8	1,015,766	945,321	7.5
MEMO:						
DOM. COROLLA	22,859	26,256	-16.2	157,213	123,686	27.1
DOM. CAMRY	34,809	32,144	4.3	187,682	177,439	5.8
DOM. RAV4	11,779	4,687	142.0	46,714	21,806	114.2
DOM. HIGHLANDER	5,897	0	N/A	37,708	0	N/A
DOM. PICKUP	18,875	18,865	-3.7	114,986	108,132	6.3
DOM. RX	6,126	5,042	17.0	40,141	32,329	24.2
SELLING DAYS	27	26		178	178	

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	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
TOYOTA DIV. IMPORT CAR	26,559	36,577	-30.1	144,107	186,172	-22.6
LEXUS IMPORT CAR	8,972	9,904	-12.8	62,937	54,846	14.8
TOYOTA DIV NA BUILT CARS	64,507	66,088	-6.0	390,404	343,080	13.8
TOTAL TOYOTA CARS	100,038	112,569	-14.4	597,448	584,098	2.3
TOYOTA DIV. IMPORT LT TRUCK	11,398	22,282	-50.7	95,407	122,263	-22.0
LEXUS IMPORT LT TRUCK	3,497	3,571	-5.7	22,947	21,402	7.2
TOYOTA DIV NA BUILT LT TRUCK	48,165	31,408	47.7	259,823	185,229	40.3
LEXUS NA BUILT LT TRUCK	6,126	5,042	17.0	40,141	32,329	24.2
TOTAL TOYOTA LT TRUCK	69,186	62,303	6.9	418,318	361,223	15.8
SPORT UTILITY VEHICLES	38,603	35,985	3.3	241,358	200,076	20.6
Memo: Lexus Sport Utility	9,623	8,613	7.6	63,088	53,731	17.4
SMALL VANS	10,381	7,067	41.5	53,482	45,481	17.6
PICKUPS	18,875	18,865	-3.7	114,986	108,132	6.3
* NORTH AMERICAN BUILT VEHICLES						
COROLLA	22,859	26,256	-16.2	157,213	123,686	27.1
CAMRY	34,809	32,144	4.3	187,682	177,439	5.8
VENZA	4,024	5,780	-33.0	29,220	26,243	11.3
AVALON	2,815	1,908	42.1	16,289	15,712	3.7
SIENNA	10,381	7,067	41.5	53,482	45,481	17.6
RAV4	11,779	4,687	142.0	46,714	21,806	114.2
HIGHLANDER	5,897	0	N/A	37,708	0	N/A
PICKUP	18,875	18,865	-3.7	114,986	108,132	6.3
SEQUOIA	1,233	789	50.5	6,933	9,810	-29.3
RX	6,126	5,042	17.0	40,141	32,329	24.2
TOTAL	118,798	102,538	11.6	690,368	560,638	23.1
N.A. VEHICLES % OF TOTAL	70.2%	58.6%		68.0%	59.3%	
SELLING DAYS	27	26		178	178	
DSR = DAILY SELLING RATE						