

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

	----- CURRENT MONTH -----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
YARIS	4,138	4,779	-13.4	7,814	9,219	-11.7
COROLLA	16,996	18,103	-6.1	34,117	37,341	-4.8
CAMRY	16,552	20,634	-19.8	32,344	41,416	-18.7
VENZA	3,414	2,315	47.5	6,978	3,709	96.0
AVALON	732	2,100	-65.1	1,676	4,219	-58.6
PRIUS	7,968	7,232	10.2	16,452	15,353	11.6
SCION xB	1,539	1,640	-6.2	2,925	3,355	-9.2
SCION tC	860	1,203	-28.5	1,718	2,444	-26.8
SCION xD	628	856	-26.6	1,419	1,823	-18.9
TOTAL TOYOTA DIV. PASS. CAR	52,827	58,863	-10.3	105,443	118,880	-7.6
ES	2,349	2,575	-8.8	5,272	5,546	-1.0
HS	712	0	N/A	1,959	0	N/A
LS	799	700	14.1	1,891	1,604	22.8
SC	27	76	-64.5	51	149	-64.3
GS	488	595	-18.0	1,017	1,493	-29.0
IS	1,991	2,147	-7.3	4,194	4,547	-3.9
TOTAL LEXUS PASS. CAR	6,366	6,093	4.5	14,384	13,339	12.3
TOTAL TOYOTA PASS. CAR	59,193	64,956	-8.9	119,827	132,219	-5.6
SIENNA	4,033	5,334	-24.4	6,615	11,860	-41.9
RAV4	6,799	8,398	-19.0	14,693	16,432	-6.9
FJ CRUISER	1,359	1,616	-15.9	2,622	4,212	-35.2
4RUNNER	2,973	1,922	54.7	5,979	5,113	21.8
HIGHLANDER	3,615	5,008	-27.8	8,093	10,765	-21.7
LAND CRUISER	120	128	-6.3	265	285	-3.1
SEQUOIA	721	1,606	-55.1	1,365	3,198	-55.5
TOTAL SUV	15,587	18,678	-16.5	33,017	40,005	-14.0
4X2 TACOMA	4,236	3,980	6.4	7,472	7,890	-1.4
4X4 TACOMA	4,089	3,894	5.0	7,600	7,603	4.1
TOTAL TACOMA	8,325	7,874	5.7	15,072	15,493	1.3
TUNDRA	5,468	5,726	-4.5	9,372	12,802	-23.7
TOTAL PICKUP	13,793	13,600	1.4	24,444	28,295	-10.0
TOTAL TOYOTA DIV. LT TRUCK	33,413	37,612	-11.2	64,076	80,160	-16.7
LX	254	281	-9.6	536	609	-8.3
GX	1,473	516	185.5	3,002	1,144	173.3
RX	5,694	6,218	-8.4	11,382	12,738	-6.9
TOTAL LEXUS LIGHT TRUCK	7,421	7,015	5.8	14,920	14,491	7.3
TOTAL TOYOTA LIGHT TRUCK	40,834	44,627	-8.5	78,996	94,651	-13.1
TOTAL TOYOTA DIV.	86,240	96,475	-10.6	169,519	199,040	-11.3
TOTAL LEXUS	13,787	13,108	5.2	29,304	27,830	9.7
TOTAL TOYOTA	100,027	109,583	-8.7	198,823	226,870	-8.7
MEMO:						
DOM. COROLLA	16,499	14,194	16.2	32,792	28,642	19.3
DOM. CAMRY	16,422	20,271	-19.0	31,994	40,587	-17.9
DOM. RAV4	2,070	1,890	9.5	3,986	2,212	87.7
DOM. HIGHLANDER	2,544	0	N/A	5,068	0	N/A
DOM. PICKUP	13,793	13,600	1.4	24,444	28,295	-10.0
DOM. RX	4,463	3,625	23.1	8,708	8,475	7.0
SELLING DAYS	24	24		48	50	

TOYOTA RETAIL SALES (INCLUDES FLEET & HAWAII) February, 2010						
	----- CURRENT MONTH -----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
TOYOTA DIV. IMPORT CAR	15,760	19,983	-21.1	32,003	41,723	-20.1
LEXUS IMPORT CAR	6,366	6,093	4.5	14,384	13,339	12.3
TOYOTA DIV NA BUILT CARS	37,067	38,880	-4.7	73,440	77,157	-0.9
TOTAL TOYOTA CARS	59,193	64,956	-8.9	119,827	132,219	-5.6
TOYOTA DIV. IMPORT LT TRUCK	10,252	15,182	-32.5	22,598	34,595	-32.0
LEXUS IMPORT LT TRUCK	2,958	3,390	-12.7	6,212	6,016	7.6
TOYOTA DIV NA BUILT LT TRUCK	23,161	22,430	3.3	41,478	45,565	-5.2
LEXUS NA BUILT LT TRUCK	4,463	3,625	23.1	8,708	8,475	7.0
TOTAL TOYOTA LT TRUCK	40,834	44,627	-8.5	78,996	94,651	-13.1
SPORT UTILITY VEHICLES	21,649	24,077	-10.1	45,315	50,284	-6.1
Memo: Lexus Sport Utility	7,421	7,015	5.8	14,920	14,491	7.3
SMALL VANS	4,033	5,334	-24.4	6,615	11,860	-41.9
PICKUPS	13,793	13,600	1.4	24,444	28,295	-10.0
* NORTH AMERICAN BUILT VEHICLES						
COROLLA	16,499	14,194	16.2	32,792	28,642	19.3
CAMRY	16,422	20,271	-19.0	31,994	40,587	-17.9
VENZA	3,414	2,315	47.5	6,978	3,709	96.0
AVALON	732	2,100	-65.1	1,676	4,219	-58.6
SIENNA	4,033	5,334	-24.4	6,615	11,860	-41.9
RAV4	2,070	1,890	9.5	3,986	2,212	87.7
HIGHLANDER	2,544	0	N/A	5,068	0	N/A
PICKUP	13,793	13,600	1.4	24,444	28,295	-10.0
SEQUOIA	721	1,606	-55.1	1,365	3,198	-55.5
RX	4,463	3,625	23.1	8,708	8,475	7.0
TOTAL	64,691	64,935	-0.4	123,626	131,197	-1.8
N.A. VEHICLES % OF TOTAL	64.7%	59.3%		62.2%	57.8%	
SELLING DAYS	24	24		48	50	
DSR = DAILY SELLING RATE						