

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

	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
YARIS	2,412	5,243	-54.0	22,989	38,598	-40.0
COROLLA	21,876	19,935	9.7	140,501	121,643	16.3
CAMRY	28,435	26,394	7.7	154,239	150,242	3.3
VENZA	3,512	4,521	-22.3	25,196	20,463	23.9
AVALON	2,833	2,133	32.8	13,474	13,804	-1.7
PRIUS	10,998	12,998	-15.4	66,039	55,751	19.2
SCION xB	1,775	1,869	-5.0	9,852	11,566	-14.3
SCION tC	1,137	1,446	-21.4	6,462	8,775	-25.9
SCION xD	833	946	-11.9	4,693	5,741	-17.7
TOTAL TOYOTA DIV. PASS. CAR	73,811	75,487	-2.2	443,445	426,587	4.6
ES	3,366	3,918	-14.1	22,009	20,363	8.8
HS	603	0	N/A	6,492	0	N/A
LS	739	806	-8.3	5,650	4,857	17.1
SC	39	82	-52.4	186	485	-61.4
GS	539	454	18.7	3,486	3,556	-1.3
IS	2,863	3,465	-17.4	16,142	15,681	3.6
TOTAL LEXUS PASS. CAR	8,149	8,725	-6.6	53,965	44,942	20.9
TOTAL TOYOTA PASS. CAR	81,960	84,212	-2.7	497,410	471,529	6.2
SIENNA	9,357	5,442	71.9	43,101	38,414	12.9
RAV4	12,573	10,054	25.1	81,000	62,241	31.0
FJ CRUISER	925	339	172.9	7,165	7,148	0.9
4RUNNER	3,426	1,031	232.3	21,953	10,402	112.4
HIGHLANDER	5,962	6,885	-13.4	39,725	36,205	10.4
LAND CRUISER	140	209	-33.0	912	1,104	-16.8
SEQUOIA	1,114	1,111	0.3	5,700	9,021	-36.4
TOTAL SUV	24,140	19,629	23.0	156,455	126,121	24.9
4X2 TACOMA	3,866	4,372	-11.6	24,891	26,493	-5.4
4X4 TACOMA	4,381	4,663	-6.0	25,906	26,668	-2.2
TOTAL TACOMA	8,247	9,035	-8.7	50,797	53,161	-3.8
TUNDRA	7,717	5,187	48.8	45,314	36,106	26.3
TOTAL PICKUP	15,964	14,222	12.2	96,111	89,267	8.4
TOTAL TOYOTA DIV. LT TRUCK	49,461	39,293	25.9	295,667	253,802	17.3
LX	267	265	0.8	1,591	1,742	-8.1
GX	1,120	529	111.7	8,066	3,407	138.3
RX	7,796	7,355	6.0	43,808	39,969	10.3
TOTAL LEXUS LIGHT TRUCK	9,183	8,149	12.7	53,465	45,118	19.3
TOTAL TOYOTA LIGHT TRUCK	58,644	47,442	23.6	349,132	298,920	17.6
TOTAL TOYOTA DIV.	123,272	114,780	7.4	739,112	680,389	9.4
TOTAL LEXUS	17,332	16,874	2.7	107,430	90,060	20.1
TOTAL TOYOTA	140,604	131,654	6.8	846,542	770,449	10.6
MEMO:						
DOM. COROLLA	20,210	16,602	21.7	134,354	97,430	38.8
DOM. CAMRY	28,195	25,003	12.8	152,873	145,295	5.9
DOM. RAV4	10,354	4,100	152.5	34,935	17,119	105.4
DOM. HIGHLANDER	5,009	0	N/A	31,811	0	N/A
DOM. PICKUP	15,964	14,222	12.2	96,111	89,267	8.4
DOM. RX	5,741	5,562	3.2	34,015	27,287	25.5
SELLING DAYS	25	25		151	152	

**TOYOTA RETAIL SALES  
(INCLUDES FLEET & HAWAII)**

**June, 2010**

	---- CURRENT MONTH ----			-- CALENDAR YEAR TO DATE --		
	2010	2009	DSR % CHG	2010	2009	DSR % CHG
TOYOTA DIV. IMPORT CAR	19,061	27,228	-30.0	117,548	149,595	-20.9
LEXUS IMPORT CAR	8,149	8,725	-6.6	53,965	44,942	20.9
TOYOTA DIV NA BUILT CARS	54,750	48,259	13.5	325,897	276,992	18.4
TOTAL TOYOTA CARS	81,960	84,212	-2.7	497,410	471,529	6.2
TOYOTA DIV. IMPORT LT TRUCK	7,663	14,418	-46.9	84,009	99,981	-15.4
LEXUS IMPORT LT TRUCK	3,442	2,587	33.0	19,450	17,831	9.8
TOYOTA DIV NA BUILT LT TRUCK	41,798	24,875	68.0	211,658	153,821	38.5
LEXUS NA BUILT LT TRUCK	5,741	5,562	3.2	34,015	27,287	25.5
TOTAL TOYOTA LT TRUCK	58,644	47,442	23.6	349,132	298,920	17.6
SPORT UTILITY VEHICLES	32,398	27,439	18.1	202,755	164,091	24.4
Memo: Lexus Sport Utility	9,183	8,149	12.7	53,465	45,118	19.3
SMALL VANS	9,357	5,442	71.9	43,101	38,414	12.9
PICKUPS	15,964	14,222	12.2	96,111	89,267	8.4
<b>* NORTH AMERICAN BUILT VEHICLES</b>						
COROLLA	20,210	16,602	21.7	134,354	97,430	38.8
CAMRY	28,195	25,003	12.8	152,873	145,295	5.9
VENZA	3,512	4,521	-22.3	25,196	20,463	23.9
AVALON	2,833	2,133	32.8	13,474	13,804	-1.7
SIENNA	9,357	5,442	71.9	43,101	38,414	12.9
RAV4	10,354	4,100	152.5	34,935	17,119	105.4
HIGHLANDER	5,009	0	N/A	31,811	0	N/A
PICKUP	15,964	14,222	12.2	96,111	89,267	8.4
SEQUOIA	1,114	1,111	0.3	5,700	9,021	-36.4
RX	5,741	5,562	3.2	34,015	27,287	25.5
TOTAL	102,289	78,696	30.0	571,570	458,100	25.6
N.A. VEHICLES % OF TOTAL	72.7%	59.8%		67.5%	59.5%	
SELLING DAYS	25	25		151	152	
DSR = DAILY SELLING RATE						