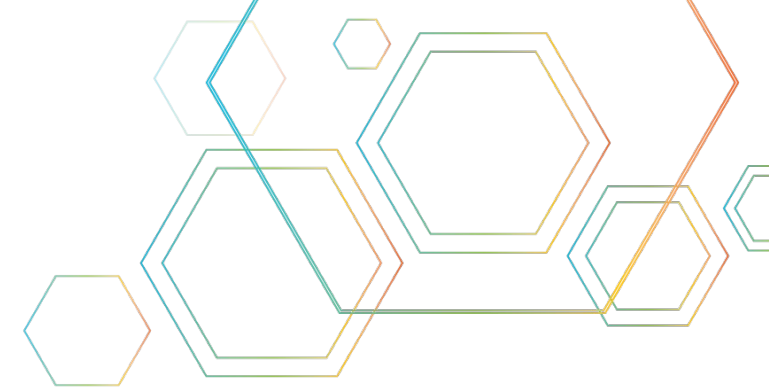


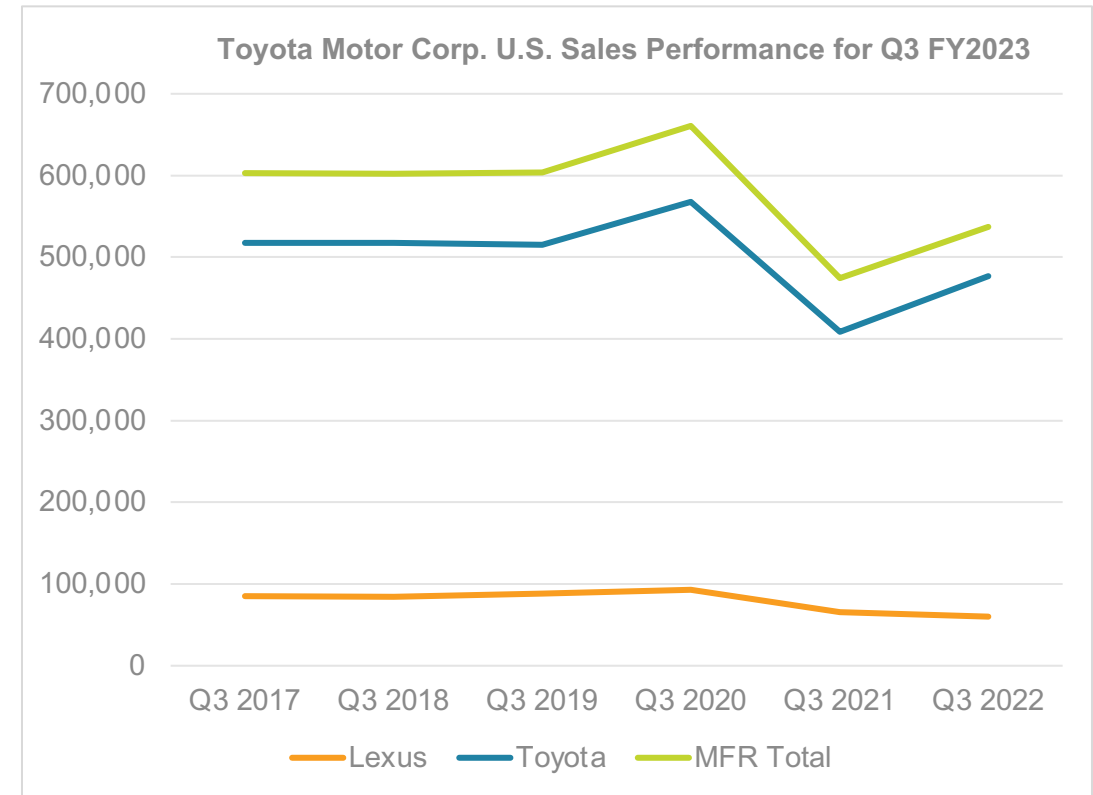


**Toyota Motor Corp.:**  
**U.S. Market Performance for**  
**Third Quarter FY2023**  
**(October – December)**

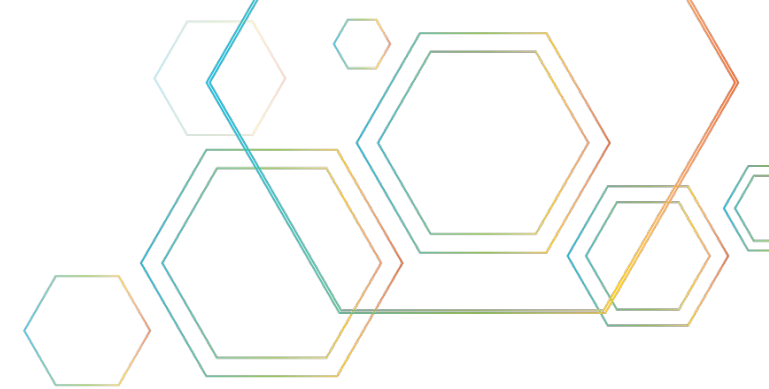
# Toyota Motor Corp. U.S. Sales Performance for Third Quarter FY2023



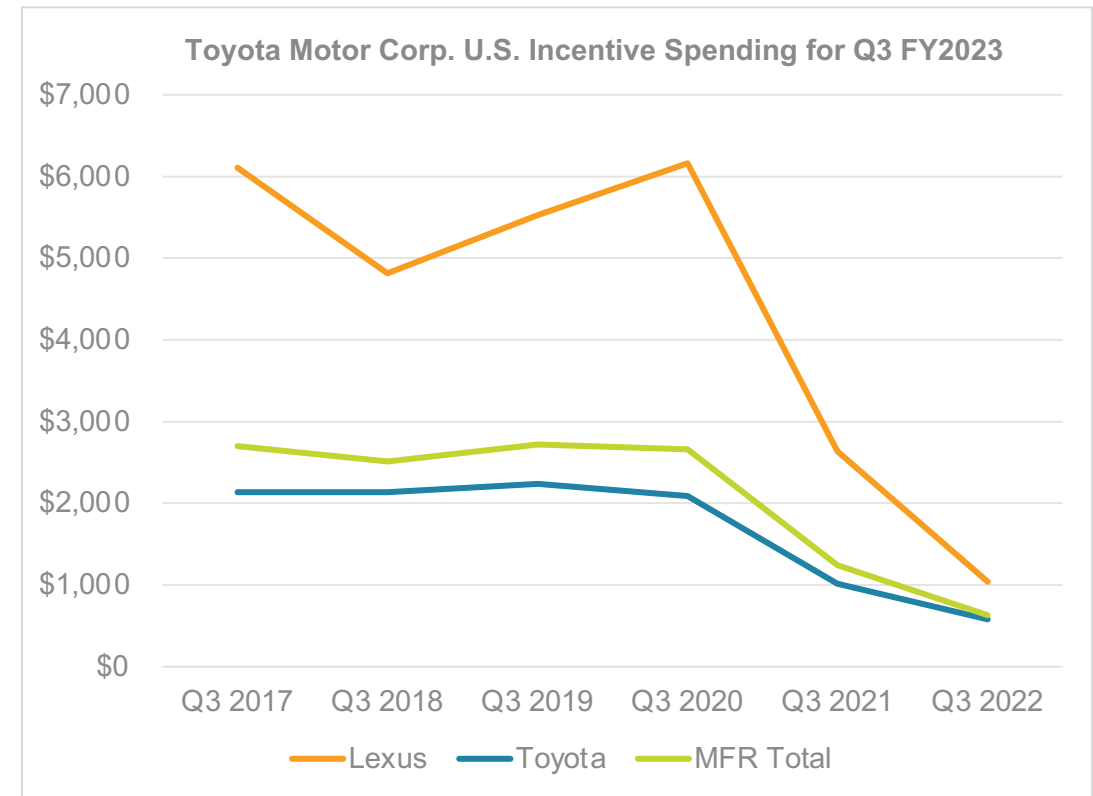
	Lexus	Toyota	MFR Total
<b>Q3 2017</b>	85,473	517,555	603,028
<b>Q3 2018</b>	84,686	517,746	602,432
<b>Q3 2019</b>	88,561	515,455	604,016
<b>Q3 2020</b>	92,954	567,761	660,715
<b>Q3 2021</b>	65,670	408,708	474,378
<b>Q3 2022</b>	60,092	476,648	536,740
<b>YOY Change</b>	-8.5%	16.6%	13.1%



# Toyota Motor Corp. U.S. Incentive Spending for Third Quarter FY2023



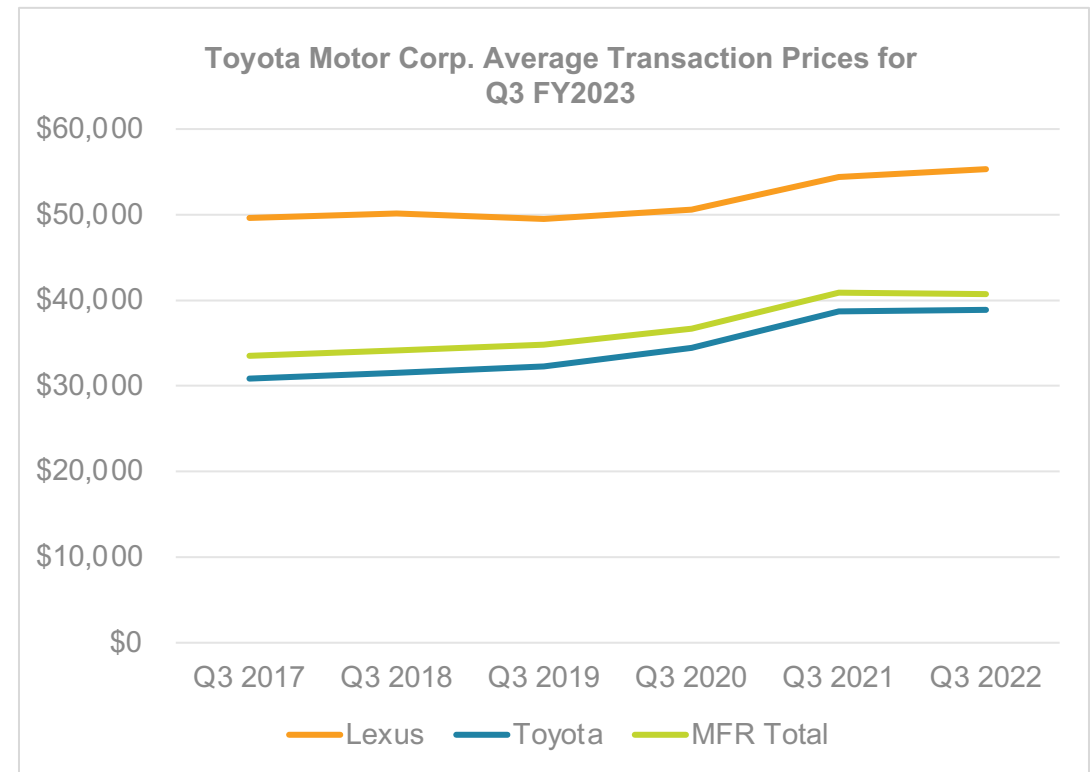
	Lexus	Toyota	MFR Total
<b>Q3 2017</b>	\$6,105	\$2,136	\$2,699
<b>Q3 2018</b>	\$4,813	\$2,133	\$2,510
<b>Q3 2019</b>	\$5,529	\$2,238	\$2,720
<b>Q3 2020</b>	\$6,162	\$2,090	\$2,663
<b>Q3 2021</b>	\$2,636	\$1,019	\$1,243
<b>Q3 2022</b>	\$1,041	\$580	\$631
<b>YOY Change</b>	-60.5%	-43.1%	-49.2%



# Toyota Motor Corp. U.S. Average Transaction Prices for Third Quarter FY2023



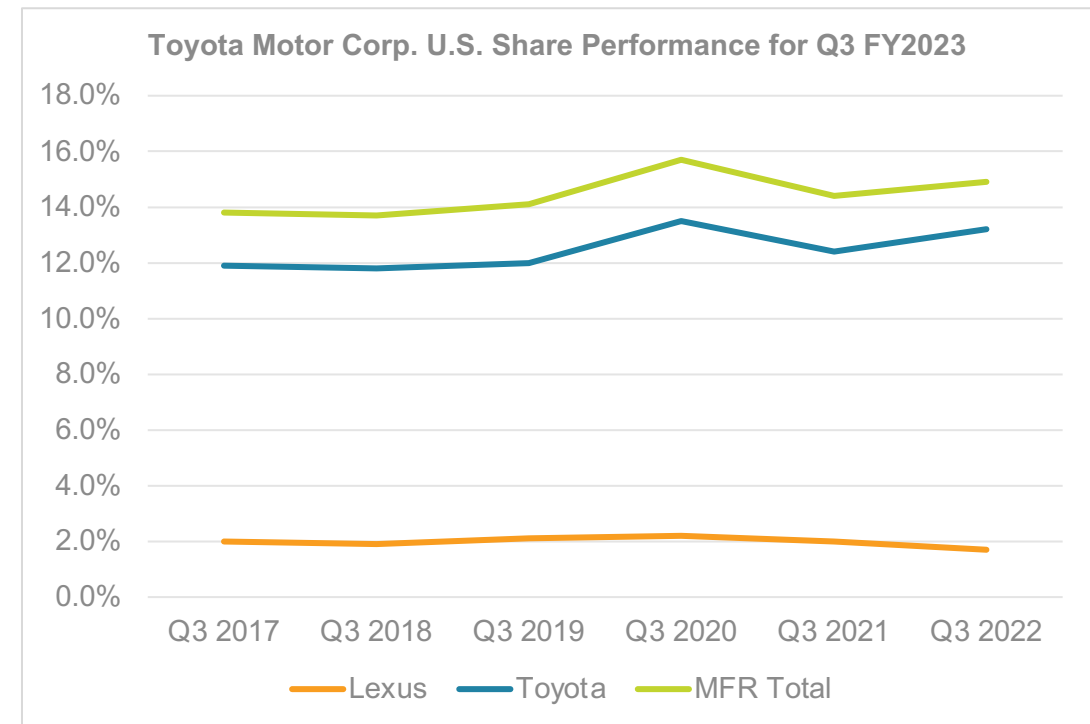
	Lexus	Toyota	MFR Total
<b>Q3 2017</b>	\$49,623	\$30,851	\$33,511
<b>Q3 2018</b>	\$50,124	\$31,515	\$34,131
<b>Q3 2019</b>	\$49,497	\$32,280	\$34,804
<b>Q3 2020</b>	\$50,552	\$34,449	\$36,715
<b>Q3 2021</b>	\$54,433	\$38,712	\$40,888
<b>Q3 2022</b>	\$55,315	\$38,881	\$40,721
<b>YOY Change</b>	1.6%	0.4%	-0.4%



# Toyota Motor Corp. U.S. Share Performance for Third Quarter FY2023



	Lexus	Toyota	MFR Total
<b>Q3 2017</b>	2.0%	11.9%	13.8%
<b>Q3 2018</b>	1.9%	11.8%	13.7%
<b>Q3 2019</b>	2.1%	12.0%	14.1%
<b>Q3 2020</b>	2.2%	13.5%	15.7%
<b>Q3 2021</b>	2.0%	12.4%	14.4%
<b>Q3 2022</b>	1.7%	13.2%	14.9%
<b>Point Change</b>	-0.3%	0.8%	0.5%



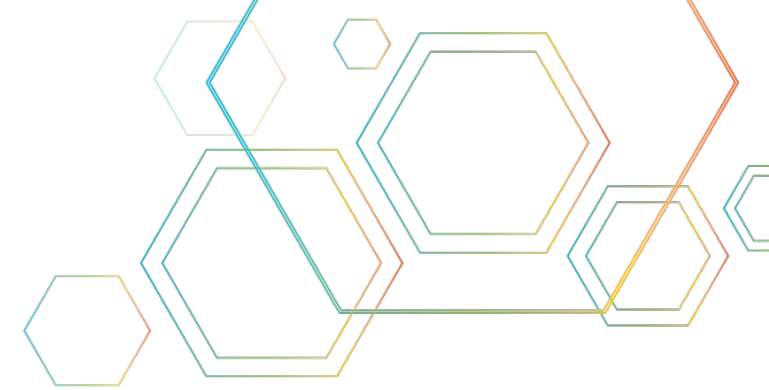
# Toyota Brand U.S. Sales and Prices by Key Models for Third Quarter FY2023



	Q3 Sales	YOY Change
<b>RAV4</b>	96,600	2.4%
<b>Camry</b>	80,798	41.7%
<b>Corolla</b>	46,809	58.4%
<b>Tacoma</b>	61,451	18.4%
<b>Highlander</b>	58,354	3.2%
<b>Tundra</b>	29,727	75.4%

	Q3 ATP	YOY Change
<b>RAV4</b>	\$35,718	0.0%
<b>Camry</b>	\$31,793	0.4%
<b>Corolla</b>	\$24,988	2.9%
<b>Tacoma</b>	\$40,047	2.3%
<b>Highlander</b>	\$46,623	-0.2%
<b>Tundra</b>	\$61,039	21.6%

# Lexus Brand U.S. Sales and Prices by Key Models for Third Quarter FY2023



	Q3 Sales	YOY Change
<b>RX</b>	15,742	-48.7%
<b>ES</b>	9,363	-17.5%
<b>NX</b>	17,351	117.7%

	Q3 ATP	YOY Change
<b>RX</b>	\$57,564	2.4%
<b>ES</b>	\$49,154	0.2%
<b>NX</b>	\$50,076	11.1%