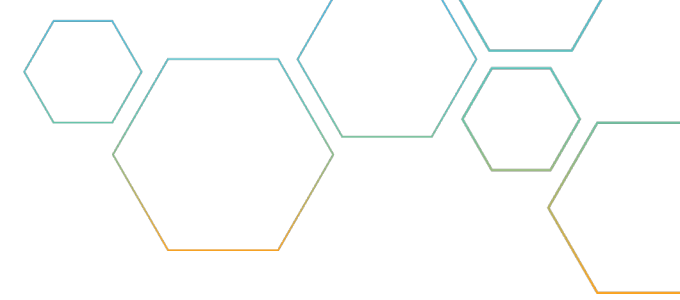


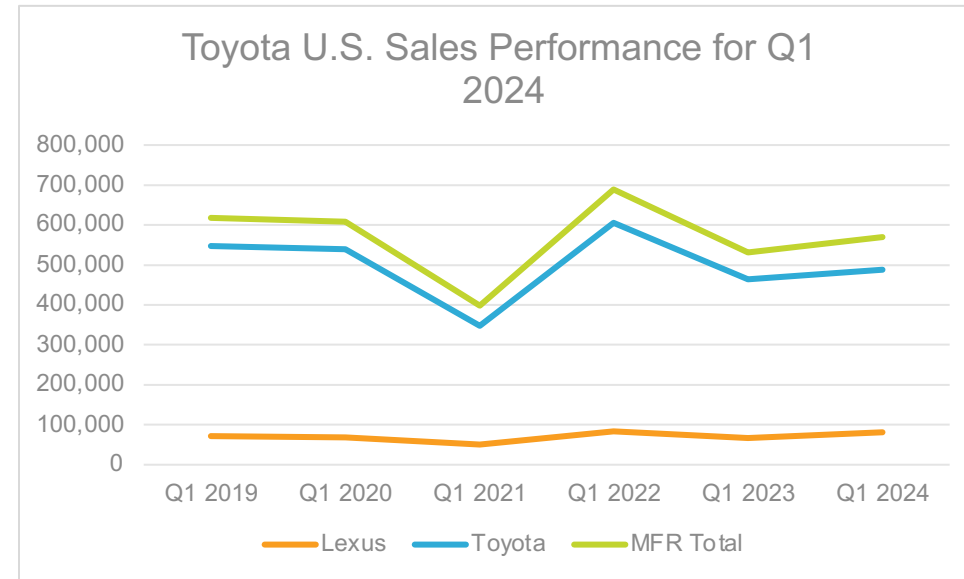


**TOYOTA MOTOR CORP.:
U.S. MARKET PERFORMANCE FOR
FIRST QUARTER FY2024 (April – June)**

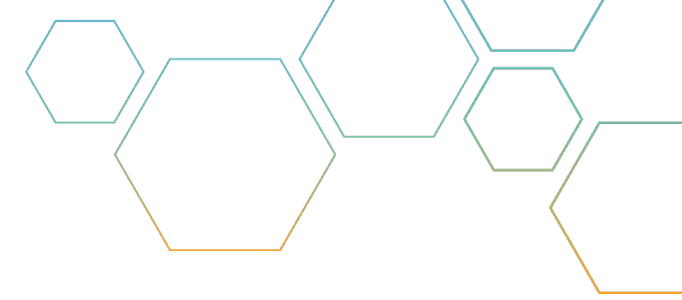
TOYOTA MOTOR U.S. SALES PERFORMANCE FOR FIRST QUARTER FY2024



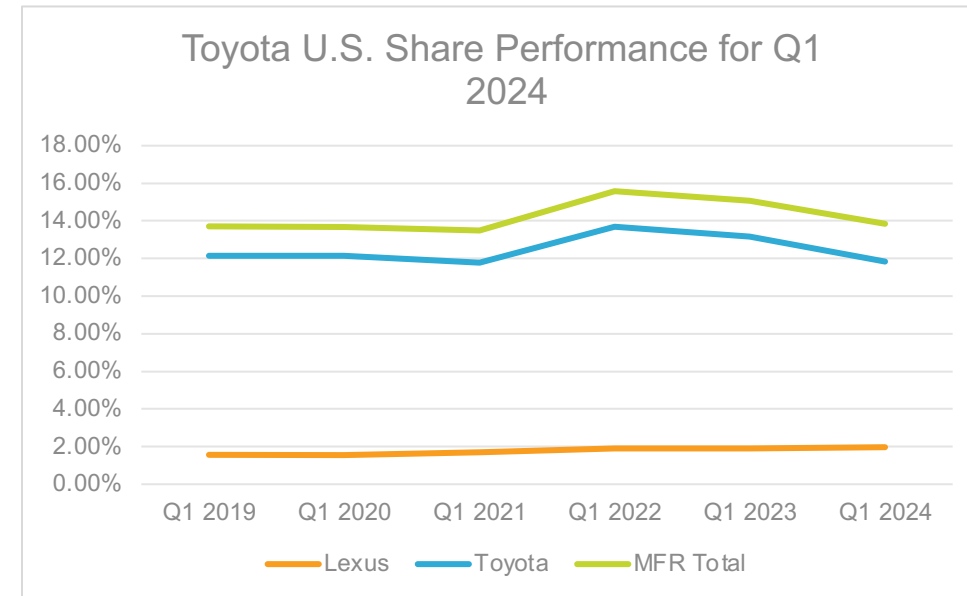
	Lexus	Toyota	MFR Total
Q1 2019	70,788	546,487	617,275
Q1 2020	68,944	539,448	608,392
Q1 2021	50,456	347,573	398,029
Q1 2022	83,460	605,353	688,813
Q1 2023	66,723	464,382	531,105
Q1 2024	81,160	487,802	568,962
YOY Change	22%	5%	7%



TOYOTA MOTOR U.S. SHARE PERFORMANCE FOR FIRST QUARTER FY2024



	Lexus	Toyota	MFR Total
Q1 2019	1.57%	12.14%	13.71%
Q1 2020	1.55%	12.14%	13.69%
Q1 2021	1.71%	11.78%	13.49%
Q1 2022	1.89%	13.69%	15.58%
Q1 2023	1.89%	13.18%	15.08%
Q1 2024	1.97%	11.85%	13.83%
Point Change	0.10%	-1.3%	-1.3%



HIGHLIGHTS OF TOYOTA BRAND U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER FY2024



	Q1 Sales	YOY Change
RAV4	102,313	3%
Camry	84,705	14%
Corolla	50,619	-19%
Tacoma	63,262	14%
Highlander	57,920	13%
Tundra	32,084	48%
BZ4X	1,961	745%

	Q1 ATP	YOY Change
RAV4	\$37,304	4%
Camry	\$32,315	2%
Corolla	\$25,416	3%
Tacoma	\$41,628	8%
Highlander	\$47,647	2%
Tundra	\$63,232	9%
BZ4X	\$49,432	-

HIGHLIGHTS OF LEXUS BRAND U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER FY2024



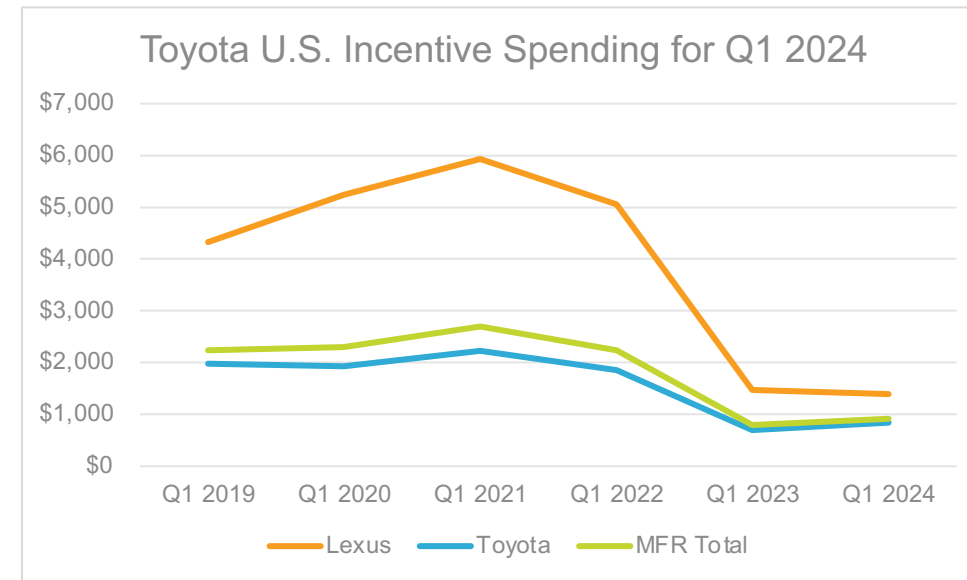
	Q1 Sales	YOY Change
RX	31,425	17%
ES	10,640	-10%
NX	18,482	94%
RZ	932	-

	Q1 ATP	YOY Change
RX	\$60,321	7%
ES	\$49,915	0%
NX	\$50,184	0%
RZ	\$64,325	-

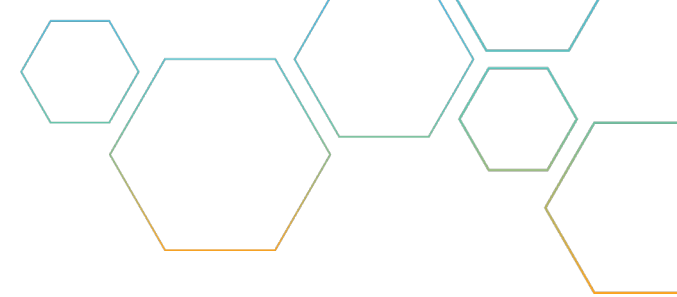
TOYOTA MOTOR U.S. INCENTIVE SPENDING FOR FIRST QUARTER FY2024



	Lexus	Toyota	MFR Total
Q1 2019	\$4,327	\$1,975	\$2,245
Q1 2020	\$5,243	\$1,928	\$2,303
Q1 2021	\$5,932	\$2,228	\$2,698
Q1 2022	\$5,061	\$1,851	\$2,240
Q1 2023	\$1,474	\$698	\$796
Q1 2024	\$1,393	\$844	\$922
YOY Change	-6%	21%	16%



TOYOTA MOTOR U.S. AVERAGE TRANSACTION PRICES FOR FIRST QUARTER FY2024



	Lexus	Toyota	MFR Total
Q1 2019	\$50,965	\$30,599	\$32,934
Q1 2020	\$49,315	\$31,661	\$33,662
Q1 2021	\$49,461	\$33,918	\$35,888
Q1 2022	\$51,013	\$35,508	\$37,387
Q1 2023	\$55,503	\$37,204	\$39,503
Q1 2024	\$57,453	\$40,371	\$42,808
YOY Change	4%	9%	8%

