

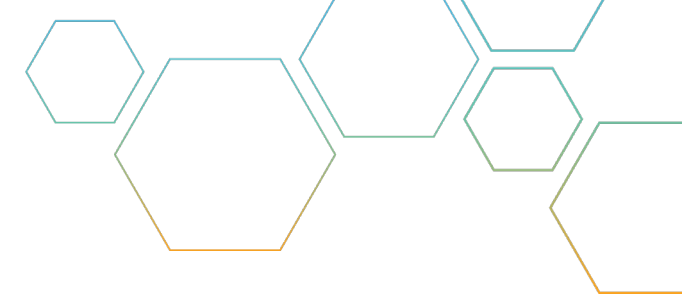


**TOYOTA MOTOR CORP.:
U.S. MARKET PERFORMANCE FOR
SECOND QUARTER FY2024
(July-September)**

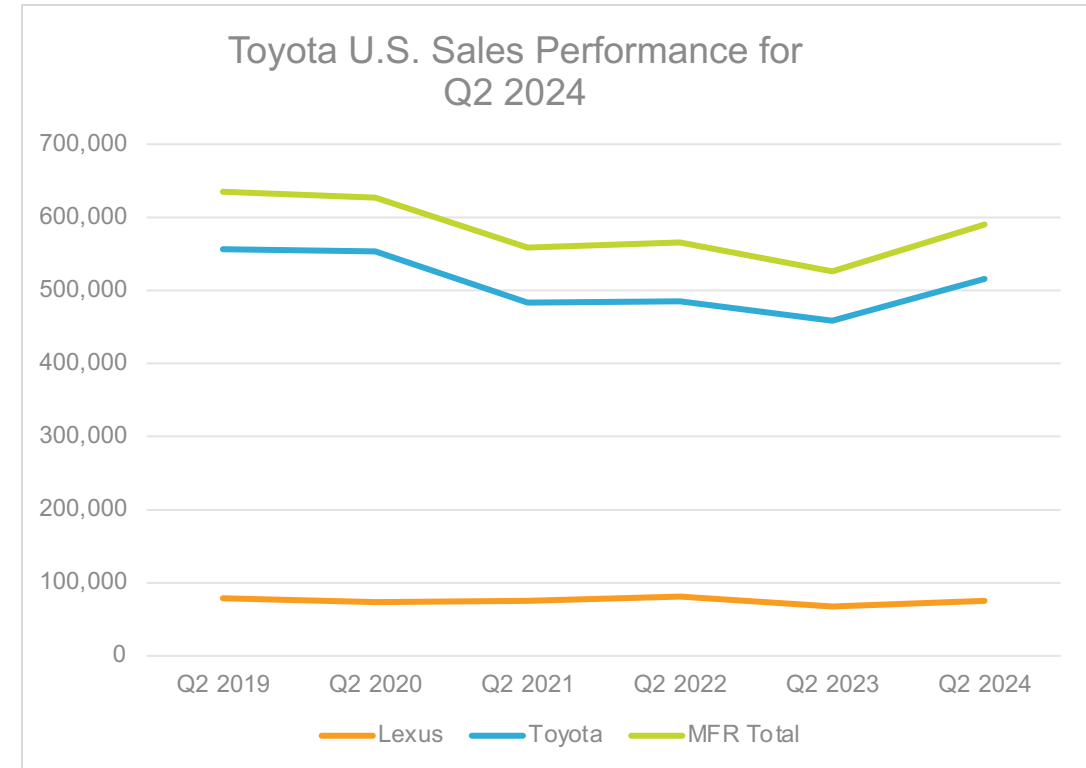


COX AUTOMOTIVE

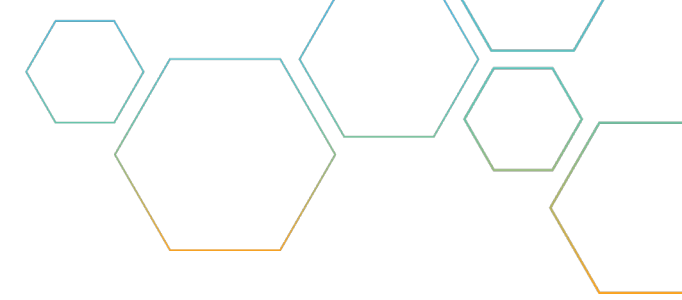
TOYOTA MOTOR U.S. SALES PERFORMANCE FOR SECOND QUARTER FY2024



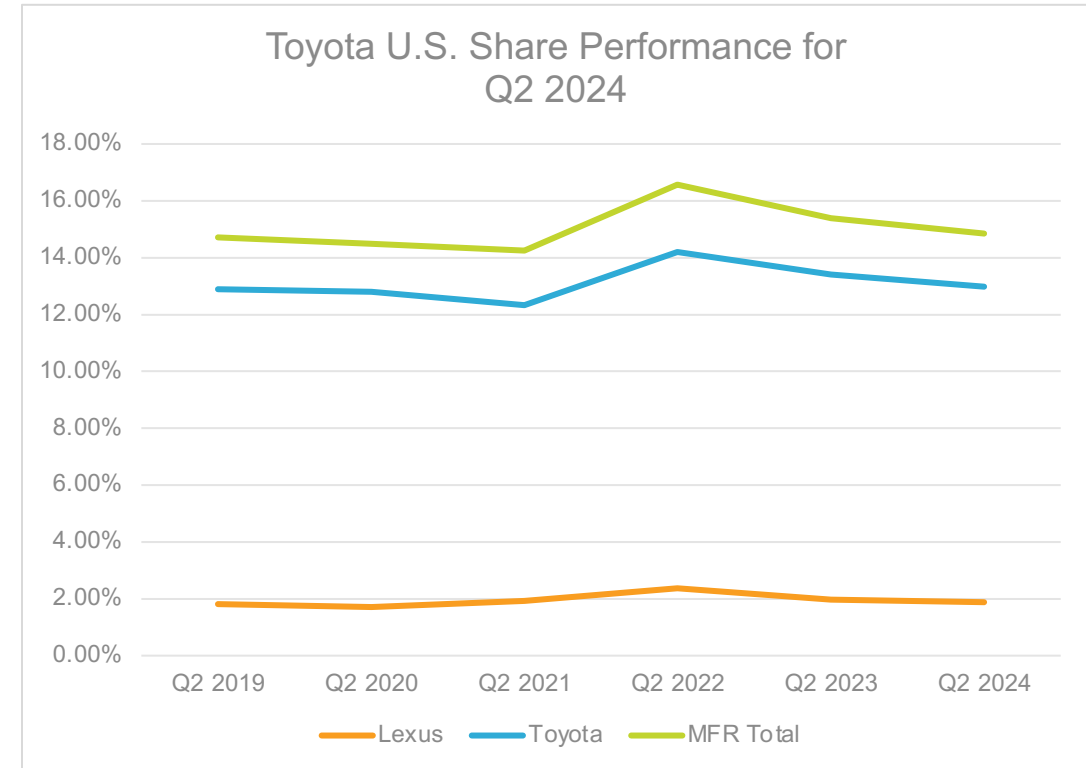
	Lexus	Toyota	MFR Total
Q2 2019	78,622	556,301	634,923
Q2 2020	73,816	553,378	627,194
Q2 2021	75,285	483,164	558,449
Q2 2022	81,093	484,912	566,005
Q2 2023	67,524	458,496	526,020
Q2 2024	74,896	515,400	590,296
YOY Change	11%	12%	12%



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



	Lexus	Toyota	MFR Total
Q2 2019	1.82%	12.89%	14.71%
Q2 2020	1.71%	12.79%	14.50%
Q2 2021	1.92%	12.33%	14.25%
Q2 2022	2.37%	14.20%	16.57%
Q2 2023	1.98%	13.41%	15.39%
Q2 2024	1.88%	12.97%	14.85%
Point Change	-0.1%	-0.4%	-0.5%



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



	Q2 Sales	YOY Change
RAV4	115,814	13%
Camry	67,233	-14%
Corolla	62,126	34%
Tacoma	62,836	-7%
Highlander	24,914	-47%
Tundra	32,953	9%
BZ4X	2,827	94133%

	Q2 ATP	YOY Change
RAV4	\$37,634	4%
Camry	\$32,069	-2%
Corolla	\$25,285	2%
Tacoma	\$41,711	5%
Highlander	\$50,122	9%
Tundra	\$62,974	7%
BZ4X	\$48,271	-
Toyota Brand Overall	\$38,198	0%

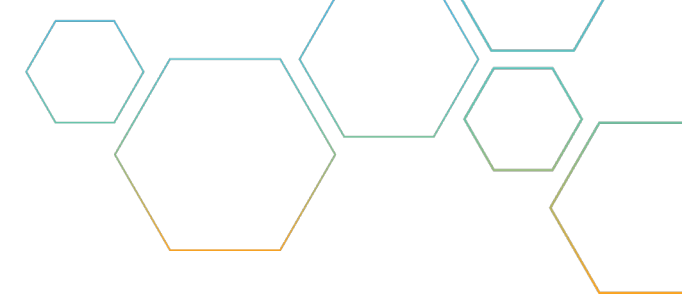
HIGHLIGHTS OF LEXUS BRAND U.S. SALES AND PRICES BY MODEL FOR SECOND QUARTER FY2024



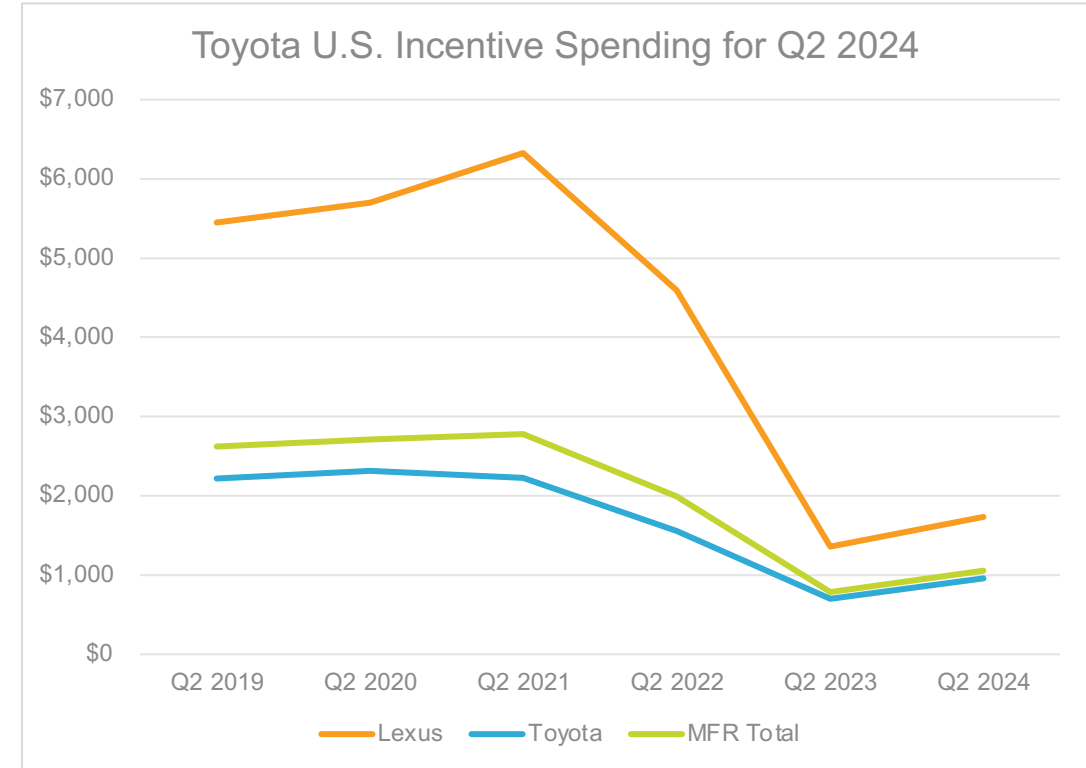
	Q2 Sales	YOY Change
RX	26,119	-2%
ES	9,622	-8%
NX	17,647	47%
RZ	1,394	-

	Q2 ATP	YOY Change
RX	\$59,821	5%
ES	\$51,189	3%
NX	\$50,865	1%
RZ	\$63,079	-
Lexus Brand overall	\$57,708	4%

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



	Lexus	Toyota	MFR Total
Q2 2019	\$5,453	\$2,222	\$2,622
Q2 2020	\$5,698	\$2,315	\$2,713
Q2 2021	\$6,326	\$2,226	\$2,779
Q2 2022	\$4,590	\$1,559	\$1,993
Q2 2023	\$1,359	\$700	\$785
Q2 2024	\$1,735	\$959	\$1,057
YOY Change	28%	37%	35%



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



	Lexus	Toyota	MFR Total
Q2 2019	\$50,118	\$31,017	\$33,383
Q2 2020	\$49,282	\$32,092	\$34,115
Q2 2021	\$50,201	\$33,836	\$36,042
Q2 2022	\$51,924	\$36,941	\$39,088
Q2 2023	\$55,607	\$38,179	\$40,416
Q2 2024	\$57,708	\$38,198	\$40,674
YOY Change	4%	0%	1%

