



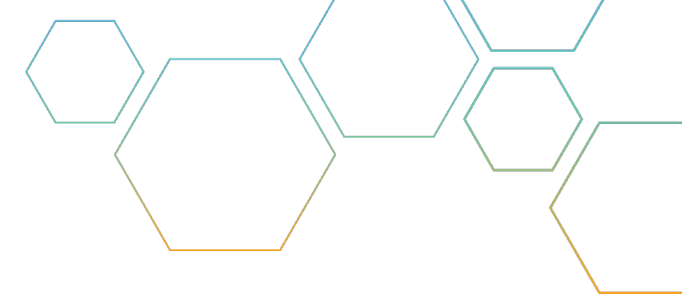
Toyota Motor Corp.: U.S. Market Performance Report

Third Quarter FY2024
(October-December)

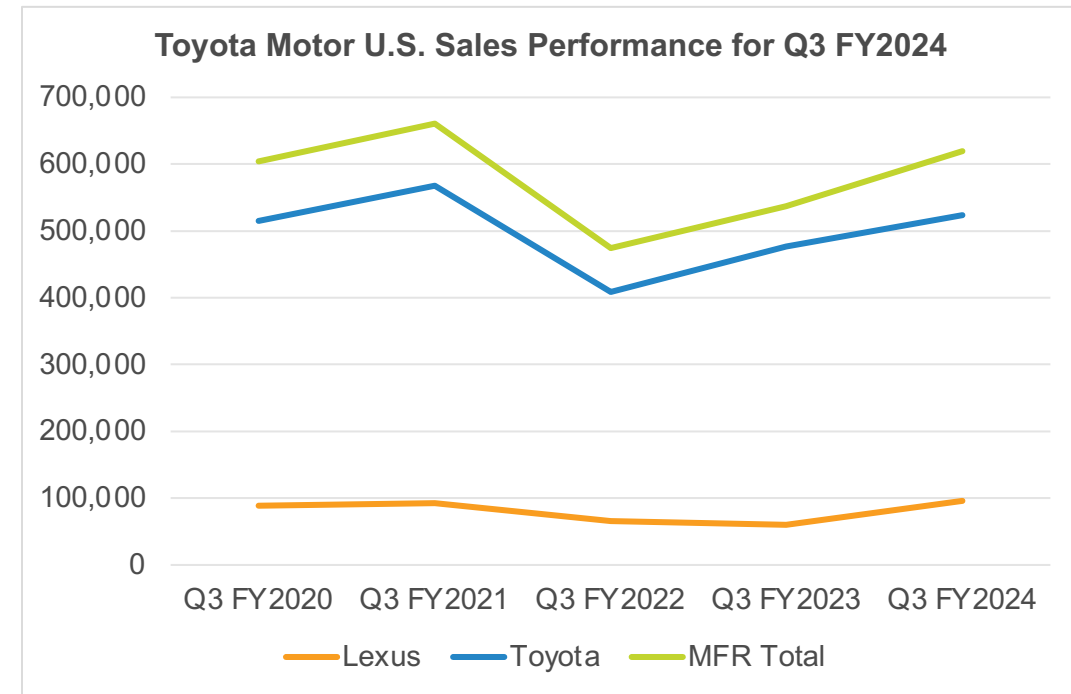


COX AUTOMOTIVE

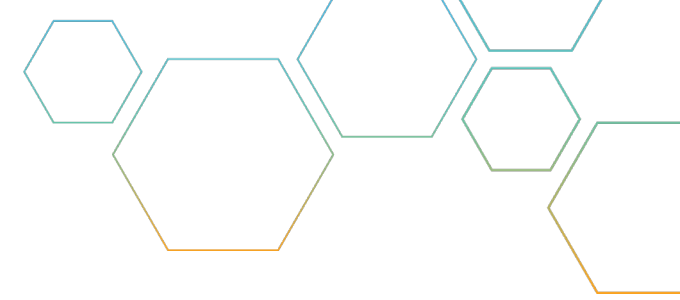
Toyota Motor U.S. Sales Performance Report for Third Quarter FY2024



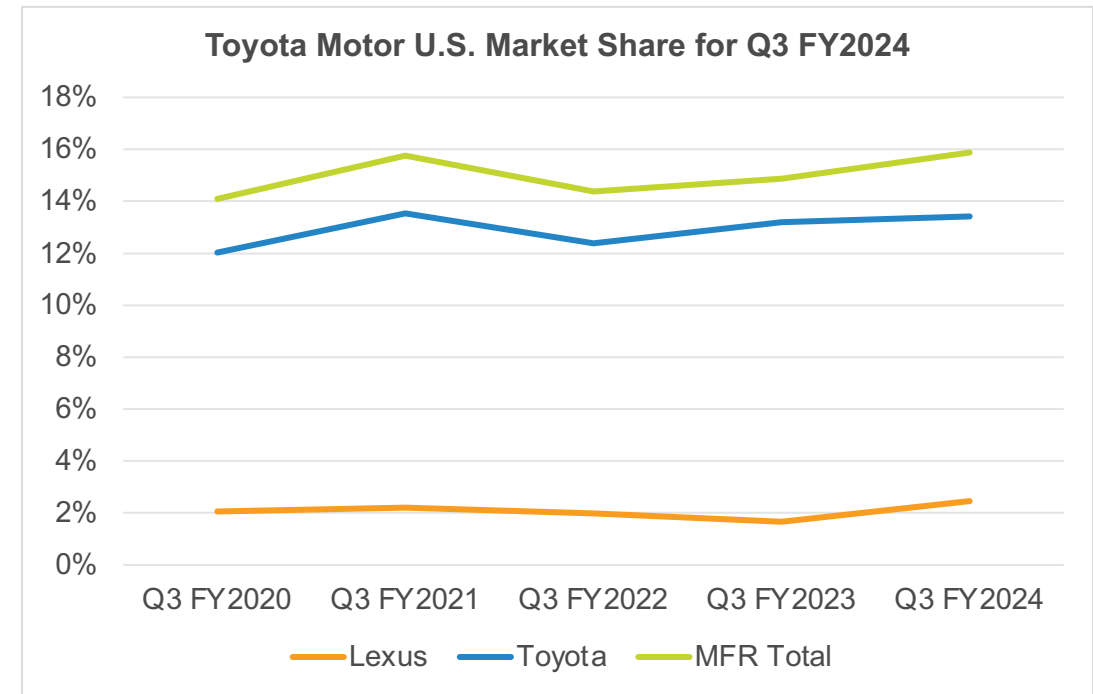
	Lexus	Toyota	MFR Total
Q3 FY2010	88,561	515,455	604,017
Q3 FY2021	92,954	567,761	660,715
Q3 FY2022	65,670	408,708	474,378
Q3 FY2023	60,092	476,648	536,740
Q3 FY2024	95,941	523,720	619,661
YOY Change	59.7%	9.9%	15.4%



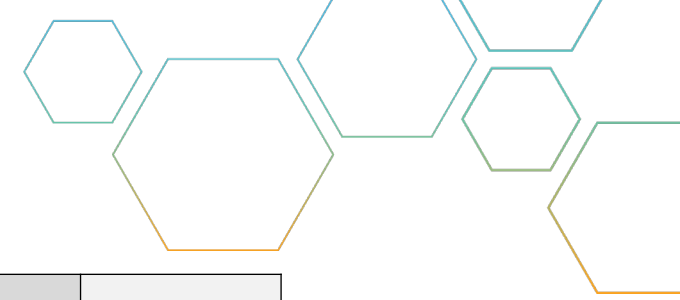
Toyota Motor U.S. Share Performance Report for Third Quarter FY2024



	Lexus	Toyota	MFR Total
Q3 FY2010	2.07%	12.03%	14.09%
Q3 FY2021	2.22%	13.53%	15.75%
Q3 FY2022	1.99%	12.38%	14.37%
Q3 FY2023	1.66%	13.20%	14.86%
Q3 FY2024	2.46%	13.42%	15.88%
Point Change	0.79	0.22	1.01



Highlights of Toyota's U.S. Sales and Prices by Model for Third Quarter FY2024



	Q3 Sales	YOY Change
RAV4	132,112	36.8%
Camry	72,674	-10.1%
Corolla	88,627	27.0%
Tacoma	55,087	-10.4%
Highlander	31,365	-46.3%
4Runner	32,644	18.3%
Tundra	32,497	9.3%
Grand Highlander	23,660	–
BZ4x	2,843	188.6%

	Q3 ATP	YOY Change
RAV4	\$37,430	5.3%
Camry	\$32,076	0.5%
Corolla	\$29,875	2.5%
Tacoma	\$41,011	3.9%
Highlander	\$48,828	7.5%
4Runner	\$48,847	5.3%
Tundra	\$63,431	0.6%
Grand Highlander	\$50,912	–
BZ4x	\$51,815	1.1%
Brand Overall	\$44,403	12.8%



Highlights of Lexus's U.S. Sales and Prices by Model for Third Quarter FY2024

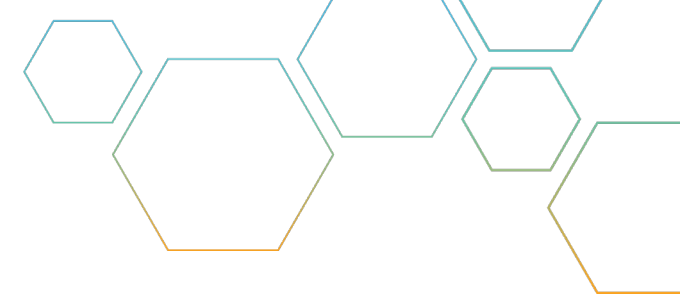


	Q3 Sales	YOY Change
Lexus RX	30,542	94.0%
Lexus NX	22,841	31.6%
Lexus ES	10,176	8.7%
Lexus GX	10,418	39.3%
Lexus TX	8,201	–
Lexus IS	5,353	5.9%

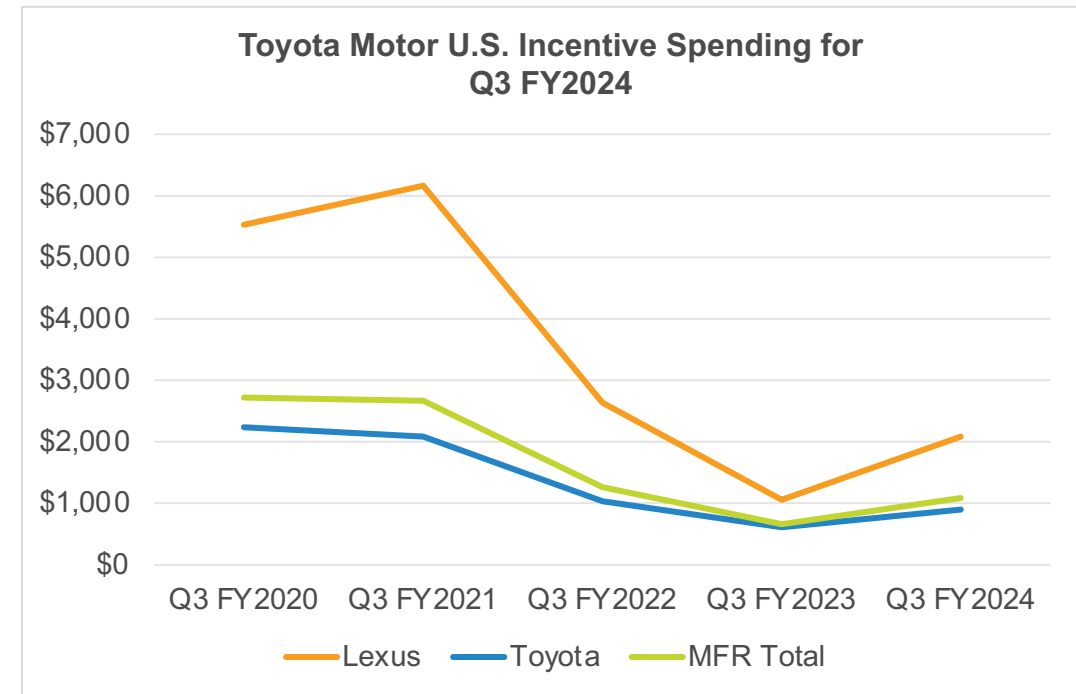
	Q3 ATP	YOY Change
Lexus RX	\$61,791	6.7%
Lexus NX	\$50,603	1.9%
Lexus ES	\$50,239	2.0%
Lexus GX	\$62,233	-2.8%
Lexus TX	\$66,162	–
Lexus IS	\$51,635	3.2%
Overall Brand	\$58,641	5.9%



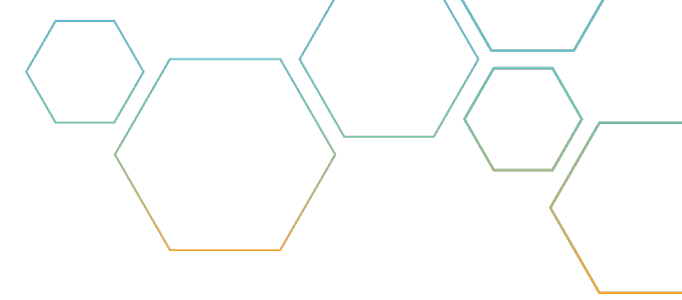
Toyota Motor U.S. Incentive Spending for Third Quarter FY2023



	Lexus	Toyota	MFR Total
Q3 FY2010	\$5,529	\$2,238	\$2,720
Q3 FY2021	\$6,163	\$2,090	\$2,663
Q3 FY2022	\$2,636	\$1,040	\$1,261
Q3 FY2023	\$1,059	\$613	\$663
Q3 FY2024	\$2,084	\$899	\$1,083
YOY Change	96.9%	46.8%	63.5%



Toyota Motor U.S. Average Transaction Price for Third Quarter FY2024



	Lexus	Toyota	MFR Total
Q3 FY2010	\$49,500	\$32,368	\$34,880
Q3 FY2021	\$50,585	\$34,479	\$36,745
Q3 FY2022	\$54,507	\$38,520	\$40,733
Q3 FY2023	\$55,399	\$38,725	\$40,591
Q3 FY2024	\$58,641	\$37,959	\$41,161
YOY Change	5.9%	-2.0%	1.4%

