

TOYOTA RETAIL SALES  
(INCLUDES FLEET & HAWAII)  
June, 2004

	----- CURRENT MONTH -----			-- CALENDAR YEAR TO DATE --		
	2004	2003	DSR % CHG	2004	2003	DSR % CHG
ECHO	313	3,691	-91.9	2,405	19,746	-87.9
COROLLA	28,225	28,596	-5.2	167,894	171,062	-2.5
CELICA	790	1,456	-47.9	5,441	8,170	-33.8
CAMRY	37,603	33,786	6.8	213,625	204,317	3.9
AVALON	3,102	4,167	-28.5	20,050	26,489	-24.8
MR2 SPYDER	263	235	7.4	1,702	1,615	4.7
PRIUS	4,219	1,069	278.9	21,783	9,865	119.4
SCION xA	2,933	451	524.3	10,729	451	2263.4
SCION xB	5,235	900	458.4	20,494	900	2162.2
TOTAL TOYOTA						
DIV. PASS. CAR	82,683	74,351	6.8	464,123	442,615	4.2
ES 330	6,036	5,518	5.0	37,271	30,693	20.6
LS 430	2,486	1,589	50.2	15,832	9,592	64.0
SC 430	899	921	-6.3	4,887	5,206	-6.7
GS 300	588	1,016	-44.4	3,359	5,252	-36.5
GS 430	126	175	-30.9	691	1,027	-33.2
IS 300	997	1,381	-30.7	5,430	7,550	-28.5
TOTAL LEXUS						
PASS. CAR	11,132	10,600	0.8	67,470	59,320	13.0
TOTAL TOYOTA						
PASS. CAR	93,815	84,951	6.0	531,593	501,935	5.2
SIENNA	13,681	10,484	25.3	86,302	43,560	96.8
RAV4	5,578	5,303	1.0	35,715	36,093	-1.7
4RUNNER	8,194	8,775	-10.4	55,314	50,841	8.1
HIGHLANDER	10,891	9,561	9.4	64,331	57,886	10.4
LAND CRUISER	474	487	-6.6	3,031	2,961	1.7
SEQUOIA	4,006	4,802	-19.9	27,383	29,295	-7.1
TOTAL SUV	29,143	28,928	-3.3	185,774	177,076	4.2
4X2 TACOMA	8,069	7,639	1.4	48,605	45,740	5.6
4X4 TACOMA	4,822	4,718	-1.9	30,486	28,633	5.8
TOTAL TACOMA	12,891	12,357	0.1	79,091	74,373	5.6
TUNDRA	8,901	8,430	1.4	51,177	47,261	7.6
TOTAL PICKUP	21,792	20,787	0.6	130,268	121,634	6.4
TOTAL TOYOTA DIV.						
LT TRUCK	64,616	60,199	3.0	402,344	342,270	16.8
LX 470	673	611	5.7	4,305	3,828	11.7
GX 470	2,502	2,371	1.3	15,975	14,652	8.3
RX 330	8,760	7,369	14.1	50,419	40,456	23.8
TOTAL LEXUS						
LIGHT TRUCK	11,935	10,351	10.7	70,699	58,936	19.2
TOTAL TOYOTA						
LIGHT TRUCK	76,551	70,550	4.2	473,043	401,206	17.1
TOTAL TOYOTA						
DIV.	147,299	134,550	5.1	866,467	784,885	9.7
TOTAL LEXUS	23,067	20,951	5.7	138,169	118,256	16.1
TOTAL TOYOTA	170,366	155,501	5.2	1,004,636	903,141	10.5
MEMO:						
DOM. COROLLA	27,608	22,435	18.1	161,054	133,960	19.4
DOM. CAMRY	36,466	32,267	8.5	197,798	184,848	6.3
DOM. PICKUP	21,792	20,787	0.6	130,268	121,634	6.4
DOM. RX 330	4,715	-	--	27,895	-	--
SELLING DAYS	25	24		153	152	

TOYOTA DIV.						
IMPORT CAR	15,507	15,482	-3.8	85,221	97,318	-13.0
LEXUS IMPORT CAR	11,132	10,600	0.8	67,470	59,320	13.0
TOYOTA DIV						
NA BUILT CARS	67,176	58,869	9.5	378,902	345,297	9.0
TOTAL TOYOTA CARS	93,815	84,951	6.0	531,593	501,935	5.2
TOYOTA DIV.						
IMPORT LT TRUCK	25,137	24,126	0.0	158,391	147,781	6.5
LEXUS IMPORT						
LT TRUCK	7,220	10,351	-33.0	42,804	58,936	-27.8
TOYOTA DIV						
NA BUILT LT TRUCK	39,479	36,073	5.1	243,953	194,489	24.6
LEXUS						
NA BUILT LT TRUCK	4,715	-	--	27,895	-	--
TOTAL TOYOTA						
LT TRUCK	76,551	70,550	4.2	473,043	401,206	17.1
SPORT UTILITY						
VEHICLES	41,078	39,279	0.4	256,473	236,012	8.0
Memo: Lexus						
Sport Utility	11,935	10,351	10.7	70,699	58,936	19.2
SMALL VANS	13,681	10,484	25.3	86,302	43,560	96.8
PICKUPS	21,792	20,787	0.6	130,268	121,634	6.4
* NORTH AMERICAN BUILT VEHICLES						
COROLLA	27,608	22,435	18.1	161,054	133,960	19.4
CAMRY	36,466	32,267	8.5	197,798	184,848	6.3
AVALON	3,102	4,167	-28.5	20,050	26,489	-24.8
SIENNA	13,681	10,484	25.3	86,302	43,560	96.8
PICKUP	21,792	20,787	0.6	130,268	121,634	6.4
SEQUOIA	4,006	4,802	-19.9	27,383	29,295	-7.1
RX 330	4,715	-	--	27,895	-	--
TOTAL	111,370	94,942	12.6	650,750	539,786	19.8
N.A. VEHICLES						
% OF TOTAL	65.4%	61.1%		64.8%	59.8%	
SELLING DAYS	25	24		153	152	
DSR = DAILY SELLING RATE						

# # #