

Mazda3	2,458	1,986	23.8 %	28.5 %	30,531	27,767	10.0 %	10.3 %
Mazda 3 Sdn	1,435	1,202	19.4 %	24.0 %	17068	13,154	29.8 %	30.2 %
Mazda 3 HB	1,023	784	30.5 %	35.5 %	13463	14,613	(7.9) %	(7.6) %
Mazda6	0	0	-	-	0	335	(100.0) %	(100.0) %
MX-5 Miata	422	738	(42.8) %	(40.6) %	8,973	6,171	45.4 %	45.9 %
MX-5	156	389	(59.9) %	(58.4) %	4591	2,588	77.4 %	78.0 %
MXR	266	349	(23.8) %	(20.9) %	4382	3,583	22.3 %	22.7 %
CX-3	-	0	-	-	-	0	-	-
CX-30	5,672	4,298	32.0 %	37.0 %	77075	52,808	46.0 %	46.4 %
CX-5	20,434	13,512	51.2 %	57.0 %	153808	151,594	1.5 %	1.8 %
CX-9	2	3,695	(99.9) %	(99.9) %	17451	34,580	(49.5) %	(49.4) %
CX-50	5,754	3,063	87.9 %	95.1 %	44595	21,329	109.1 %	109.8 %
MX-30	0	0	-	-	100	324	(69.1) %	(69.0) %
CX-90	4,776	0	-	-	30821	0	-	-
CARS	2,880	2,724	5.7 %	9.8 %	39,504	34,273	15.3 %	15.6 %
TRUCKS	36,638	24,568	49.1 %	54.9 %	323,850	260,635	24.3 %	24.7 %
TOTAL	39,518	27,292	44.8 %	50.4 %	363,354	294,908	23.2 %	23.6 %
*Selling Days	26	27			306	307		

SOURCE Mazda North American Operations

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Additional assets available online:

PHOTOS [\(1\)](#)

<https://news.mazdausa.com/2024-01-03-Mazda-Reports-Record-December-Sales-and-Full-Year-2023-Sales-Results>



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SUBARU OF AMERICA 2023 YEAR-END SALES UP 13.6 PERCENT

- December sales up 1.8 percent
- Full year of monthly sales increases and 17 consecutive months of sales growth
- Crosstrek achieves best December and best year ever

Camden, N.J., Jan 3, 2024 - Subaru of America, Inc. (SOA) today reported 17 consecutive months of increased sales with 57,764 vehicles sold for December 2023, a 1.8 percent increase compared with December 2022 (56,760). Subaru ended calendar year 2023 with 632,086 vehicle sales, a 13.6 percent increase compared with calendar year 2022.

“Subaru and our retailers worked hard in 2023 to exceed customer expectations and achieve a full year of consecutive sales increases,” said Jeff Walters, President and Chief Operating Officer of Subaru of America, Inc. “We were also able to donate millions of dollars to charities that make a meaningful impact in communities across the country. We recognize how the spirit of the Subaru Love Promise brings together our customers, retailers, distributor partners, and colleagues across the country to make the world a better place.”

For calendar year 2023, Outback was the top performer by volume with 161,814 vehicle sales (+10 percent). Crosstrek, a close second by volume, achieved its best year ever with 159,193 vehicle sales (+3 percent) and had its best December ever. Forester added 152,566 annual sales (+34 percent) in 2023. On the performance side, the automaker’s WRX model achieved annual sales of 24,681 (+32 percent), and the BRZ sports car added 4,188 sales (+25 percent) in 2023. The Solterra EV completed its first full year on sale with 8,872 vehicle sales.

“We closed 2023 on a high note, capping off a year of steady sales gains as the Subaru family saw significant growth last year,” said Troy Poston, Senior Vice President of Sales. “As we kick off 2024, we have great expectations of welcoming even more new customers, and are eager to have them share their adventures with the largest range of vehicles available in Subaru’s history.”

Carline	Dec-23	Dec-22	% Chg	Dec-23	Dec-22	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Ascent	4,996	6,980	-28.4%	60,543	63,704	-4.9%
BRZ	273	325	-16%	4,188	3,345	25.2%
Crosstrek	15,799	13,491	17.1%	159,193	155,142	2.6%
Forester	15,653	13,526	15.7%	152,566	114,096	33.7%
Impreza	2,523	2,495	1.1%	34,719	30,846	12.6%

Legacy	1,878	2,125	-11.6%	25,510	22,605	12.9%
Outback	14,304	14,797	-3.3%	161,814	147,262	9.9%
Solterra	956	825	15.9%	8,872	919	865.4%
WRX	1,382	2,196	-37.1%	24,681	18,662	32.3%
TOTAL	57,764	56,760	1.8%	632,086	556,581	13.6%

December sales were supported by the annual [Subaru Share the Love® Event](#) where the automaker donates \$250 for every new Subaru vehicle purchased or leased to the customer's choice of the following national charities; [The American Society for the Prevention of Cruelty to Animals® \(ASPCA®\)](#), [Make-A-Wish®](#), [Meals on Wheels America](#), or the [National Park Foundation](#), as well as more than 800 local charities. Retailers could also select up to two hometown charities in their local communities to receive at least an additional \$50 for each vehicle sold or leased. In the program's 16th consecutive year, Subaru and its retailers aimed to achieve the philanthropic milestone of over \$285 million in cumulative donations since the Subaru Share the Love Event started in 2008. Final 2023 Share the Love Event donation results are expected in March.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).

Toyota Motor North America Reports 2023 U.S. Sales Results

January 03, 2024



PLANO, Texas (Jan. 3, 2024) – Toyota Motor North America (TMNA) today reported year-end 2023 U.S. sales of 2,248,477 vehicles, an increase of 6.6 percent on a volume basis and an increase of 7.0 percent on a daily selling rate (DSR) basis compared to 2022.

The company reported U.S. fourth quarter 2023 sales of 619,661 vehicles, an increase of 15.4 percent on a volume basis and an increase of 18.5 percent on a DSR basis compared to the fourth quarter of 2022. U.S. December 2023 sales totaled 226,116 vehicles, an increase of 25.5 percent on a volume basis and an increase of 30.3 percent on a DSR basis compared to December 2022.

“Toyota’s multi-pathway approach to electrification accelerated in 2023 with even more vehicle choices to meet our customer’s lifestyle and budget,” said Jack Hollis, executive vice president, Sales, TMNA. “Our teams are busy preparing for an outstanding 2024 to bring 22 new, refreshed or special edition vehicles to showrooms, including sedans and more electrified options to satisfy strong customer demand. By the end of 2025, we plan to have an electrified option available for every Toyota and Lexus vehicle in the U.S.”

2023 Highlights

TMNA:

- 26 total electrified vehicles currently available in dealerships between both the Toyota and Lexus brands, the most among any automaker
- 2023 electrified vehicle sales of 657,327 represent 29.2 percent of total sales volume
- Projected to be the number one seller of passenger vehicles for the 12th consecutive year, and 20 of the last 21 years
- December sales up 25.5 percent on a volume basis
- December car division sales up 13.6 percent on a volume basis
- December truck division sales up 39.0 percent on a volume basis
- Fourth quarter sales up 15.4 percent on a volume basis
- Fourth quarter car division sales up 8.5 percent on a volume basis
- Fourth quarter truck sales up 18.4 percent on a volume basis
- Fourth quarter electrified vehicle sales up 60.9 percent on a volume basis
- Since 2021, TMNA has announced new investments of nearly \$16 billion into its U.S. manufacturing operations to support electrification efforts to meet customer demand
- Continued successful rollout of its digital retail platforms, Smartpath for Toyota and Monogram for Lexus
- Lowest incentives among full-line manufacturers

Toyota Division:

- 2023 electrified vehicles sales of 565,800 represent 29.3 percent of total sales volume
- Projected to be the number one retail brand for the 12th consecutive year
- December sales up 17.7 percent on a volume basis
- December car sales up 14.1 percent on a volume basis
- December truck sales up 19.3 percent on a volume basis
- December electrified vehicle sales up 59.4 percent on a volume basis
- Fourth quarter division sales up 9.9 percent on a volume basis
- Fourth quarter car sales up 9.0 percent on a volume basis
- Fourth quarter SUV sales up 17.7 percent on a volume basis
- Fourth quarter truck sales up 10.3 percent on a volume basis
- Fourth quarter electrified vehicle sales up 56.4 percent on a volume basis
- Corolla projected to be the number one compact car in America
- Camry number one passenger car in America for the 22nd consecutive year
- Tacoma number one small pickup in America for the 19th consecutive year
- RAV4 best-selling SUV in the U.S. for 8th consecutive year
- All-time best-ever year for:
 - GR Corolla
 - Corolla Hybrid
 - Corolla Cross
 - Mirai
 - bZ4X
 - RAV4 Hybrid
 - Sequoia
 - Tundra Hybrid

Lexus Division:

- 2023 electrified vehicles sales of 91,527 represent 28.6 percent of total sales volume
- December car division sales up 9.2 percent on a volume basis

- December truck division sales 120.8 percent on a volume basis
- December electrified vehicle sales up 97.0 percent on a volume basis
- Fourth quarter division sales up 59.7 percent on a volume basis
- Fourth quarter car sales up 4.4 percent on a volume basis
- Fourth quarter truck sales up 80.1 percent on a volume basis
- Fourth quarter electrified vehicle sales up 94.1 percent on a volume basis
- All-time best-ever year for:
 - Total electrified vehicle sales
 - Total LUVs
 - IS 500
 - NX Hybrid
 - NX Plug-in Hybrid
 - Total NX
 - RX Hybrid

TOYOTA U.S. SALES SUMMARY								
December 2023								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2023	2022	DSR %	VOL %	2023	2022	DSR %	VOL %
TOTAL TMNA	226,116	180,147	30.3	25.5	2,248,477	2,108,458	7.0	6.6
TOTAL TOYOTA DIV.	188,338	160,039	22.2	17.7	1,928,228	1,849,754	4.6	4.2
TOTAL LEXUS DIV.	37,778	20,108	95.1	87.9	320,249	258,704	24.2	23.8
COROLLA	23,400	17,982	35.1	30.1	232,370	222,216	4.9	4.6
SUPRA	245	258	-1.4	-5.0	2,652	4,952	-46.3	-46.4
GR86 (INCL FR-S)	790	860	-4.6	-8.1	11,078	11,996	-7.4	-7.7
MIRAI	23	303	-92.1	-92.4	2,737	2,094	31.1	30.7
CROWN	2,271	0	0	0	19,063	0	0	0
AVALON	0	12	-100.0	-100.0	55	12,215	-99.5	-99.5
PRIUS	5,178	4,907	9.6	5.5	38,052	36,919	3.4	3.1
CAMRY	25,405	25,906	1.8	-1.9	290,649	295,201	-1.2	-1.5
TOTAL TOYOTA DIV. CAR	57,312	50,228	18.5	14.1	596,656	585,593	2.2	1.9
IS	2,090	1,922	12.9	8.7	22,521	21,386	5.7	5.3
RC	169	207	-15.2	-18.4	1,752	2,648	-33.6	-33.8
ES	3,873	3,395	18.5	14.1	39,117	41,735	-6.0	-6.3
LS	181	223	-15.7	-18.8	2,234	2,679	-16.3	-16.6
LC	154	178	-10.2	-13.5	1,761	1,387	27.4	27.0
TOTAL LEXUS DIV. CAR	6,468	5,925	13.4	9.2	67,388	69,837	-3.2	-3.5
TOTAL TMNA CAR	63,780	56,153	18.0	13.6	664,044	655,430	1.6	1.3
C-HR	1	604	-99.8	-99.8	777	12,141	-93.6	-93.6
BZ4X	669	634	9.6	5.5	9,329	1,220	667.2	664.7
RAV4	47,044	33,489	45.9	40.5	434,943	399,941	9.1	8.8
COROLLA CROSS	7,484	5,609	38.6	33.4	71,110	56,666	25.9	25.5
VENZA	2,555	2,924	-9.3	-12.6	29,907	33,683	-10.9	-11.2
HIGHLANDER	12,330	20,247	-36.8	-39.1	169,543	222,805	-23.7	-23.9
GRAND HIGHLANDER	8,354	0	0	0	48,036	0	0	0
4RUNNER	12,275	7,291	74.8	68.4	119,238	121,023	-1.2	-1.5
SEQUOIA	2,468	2,073	23.6	19.1	22,182	5,314	318.8	317.4
LAND CRUISER	1	3	-65.4	-66.7	7	48	-85.4	-85.4
TOTAL TOYOTA DIV. SUV	93,181	72,874	32.8	27.9	905,072	852,841	6.5	6.1
SIENNA	5,857	6,107	-0.4	-4.1	66,547	69,751	-4.3	-4.6
TACOMA	19,475	20,855	-3.0	-6.6	234,768	237,323	-0.8	-1.1
TUNDRA	12,513	9,975	30.3	25.4	125,185	104,246	20.5	20.1
TOTAL TOYOTA DIV. PICKUP	31,988	30,830	7.7	3.8	359,953	341,569	5.7	5.4
TOTAL TOYOTA DIV. TRUCK	131,026	109,811	23.9	19.3	1,331,572	1,264,161	5.7	5.3
UX	883	1,060	-13.5	-16.7	11,846	10,237	16.1	15.7
NX	8,579	6,088	46.3	40.9	74,526	49,002	52.6	52.1
RZ	1,025	0	0	0	5,386	0	0	0
RX	12,248	3,769	237.5	225.0	114,033	96,041	19.1	18.7
TX	3,734	0	0	0	8,201	0	0	0
GX	4,256	2,828	56.3	50.5	31,910	29,945	6.9	6.6
LX	585	438	38.7	33.6	6,959	3,642	91.7	91.1
TOTAL LEXUS DIV. TRUCK	31,310	14,183	129.2	120.8	252,861	188,867	34.3	33.9
TOTAL TMNA TRUCK	162,336	123,994	36.0	30.9	1,584,433	1,453,028	9.4	9.0
Selling Days	26	27			306	307		

DSR = Daily Selling Rate

TOYOTA U.S. ELECTRIFIED VEHICLE SALES SUMMARY

December 2023

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2023	2022	DSR %	VOL%	2023	2022	DSR %	VOL%
TOYOTA PRIUS HYBRID	4,080	2,964	42.9	37.7	30,495	25,062	22.1	21.7
TOYOTA PRIUS PRIME	1,098	1,943	-41.3	-43.5	7,557	11,857	-36.1	-36.3
TOYOTA COROLLA HYBRID	4,905	3,254	56.5	50.7	47,990	27,799	73.2	72.6
TOYOTA CAMRY HYBRID	4,860	1,411	257.7	244.4	35,445	41,830	-15.0	-15.3
TOYOTA AVALON HYBRID	0	5	-100.0	-100.0	9	3,565	-99.7	-99.7
TOYOTA MIRAI	23	303	-92.1	-92.4	2,737	2,094	31.1	30.7
TOYOTA CROWN	2,271	0	0	0	19,063	0	0	0
TOYOTA SIENNA HYBRID	5,857	6,107	-0.4	-4.1	66,539	69,720	-4.3	-4.6
TOYOTA HIGHLANDER HYBRID	3,427	6,565	-45.8	-47.8	49,654	43,711	14.0	13.6
TOYOTA GRAND HIGHLANDER HYBRID	2,077	0	0	0	11,986	0	0	0
TOYOTA SEQUOIA HYBRID	2,467	2,070	23.8	19.2	22,151	4,797	363.3	361.8
TOYOTA BZ4X BEV	669	634	9.6	5.5	9,329	1,220	667.2	664.7
TOYOTA RAV4 HYBRID	19,357	8,086	148.6	139.4	161,125	149,938	7.8	7.5
TOYOTA RAV4 PRIME	2,605	1,018	165.7	155.9	26,073	18,567	40.9	40.4
TOYOTA COROLLA CROSS HYBRID	2,737	0	0	0	15,437	0	0	0
TOYOTA VENZA HYBRID	2,555	2,924	-9.3	-12.6	29,907	33,683	-10.9	-11.2
TOYOTA TUNDRA HYBRID	4,035	2,261	85.3	78.5	30,303	15,011	102.5	101.9
LEXUS ES HYBRID	1,179	1,140	7.4	3.4	12,677	13,607	-6.5	-6.8
LEXUS UX HYBRID	883	1,060	-13.5	-16.7	11,844	6,884	72.6	72.1
LEXUS NX HYBRID	3,157	2,005	63.5	57.5	21,435	13,873	55.0	54.5
LEXUS NX PLUG-IN HYBRID	554	258	123.0	114.7	5,265	3,507	50.6	50.1
LEXUS RZ BEV	1,025	0	0	0	5,386	0	0	0
LEXUS RX HYBRID	3,204	1,003	231.7	219.4	32,965	17,194	92.4	91.7
LEXUS RX PLUG-IN HYBRID	282	0	0	0	656	0	0	0
LEXUS TX HYBRID	489	0	0	0	1,155	0	0	0
LEXUS LS HYBRID	8	8	3.8	0	107	78	37.6	37.2
LEXUS LC HYBRID	4	1	315.4	300.0	37	19	95.4	94.7
TOTAL TMNA Electrified Vehicles	73,808	45,020	70.3	63.9	657,327	504,016	30.8	30.4
TOTAL TOYOTA Electrified Vehicles	63,023	39,545	65.5	59.4	565,800	448,854	26.5	26.1
TOTAL LEXUS Electrified Vehicles	10,785	5,475	104.6	97.0	91,527	55,162	66.5	65.9
TOTAL TMNA SALES RATIO	32.6%	25.0%			29.2%	23.9%		
Selling Days	26	27			306	307		