



UK PRESS RELEASE

Bright Spring For Toyota With March Sales Increase

4 April 2012

Sales of Toyota cars increased by 8.7 per cent in the year to March 2012, compared to the first quarter last year. The car market overall grew just 0.9 per cent, putting the strong increase by Toyota into perspective. Toyota's share of the car market now stands at 4.6%, up from 4.2% this time last year.

Biggest sellers for Toyota were the new Yaris, introduced late last year, and the Aygo city car. There was great news for the British built Auris and Avensis with the models accounting for nearly one in four Toyotas sold in 2012.

This is only the beginning of an exciting year for Toyota, with the summer period seeing the launch of four new models, including three hybrid models: Yaris Hybrid, the UK's best value hybrid car, the 7-seat Prius+, and the Prius Plug-In Hybrid. These, and of course the hotly anticipated GT86 sports coupe, all arrive in showrooms from July.