

Cover Page	Overview	Seasonal	Yearly Numbers	Model comps	Toyota Models Monthly	Lexus Models ..
------------	----------	----------	----------------	-------------	-----------------------	-----------------



Toyota and Lexus

By Abdulrhman, Vaidehi, and Joe



Cover Page	Overview	Seasonal	Yearly Numbers	Model comps	Toyota Models Monthly	Lexus Models ..
------------	----------	----------	----------------	-------------	-----------------------	-----------------



Two peas in one good pod, Toyota and Lexus

Overview:

During our study of the success of Toyota and Lexus, we identified three models from each brand that can be classified as sedan, SUV, and luxury SUV. The Lexus ES and the Toyota Avalon are sedans, the Lexus RX and the Toyota Rav 4 are SUVs, and the Lexus LX and the Toyota Land Cruiser are luxury SUVs. These are the key findings...

- December is Lexus's best sales month, and August is Toyota's. Sedans have underwhelming sales.
- New Year addition in a Model for both Toyota and Lexus tends to show an increase in sales.
- Forecasting shows sales of Toyota and Lexus going higher in the next couple of years for some models and remaining steady for others.
- Lexus follows the 4Ps marketing strategy, whereas Toyota focuses more on Market penetration and development.



TOYOTA



By Abdulrhman, Vaidehi, and Joe



Is there a seasonal effect?

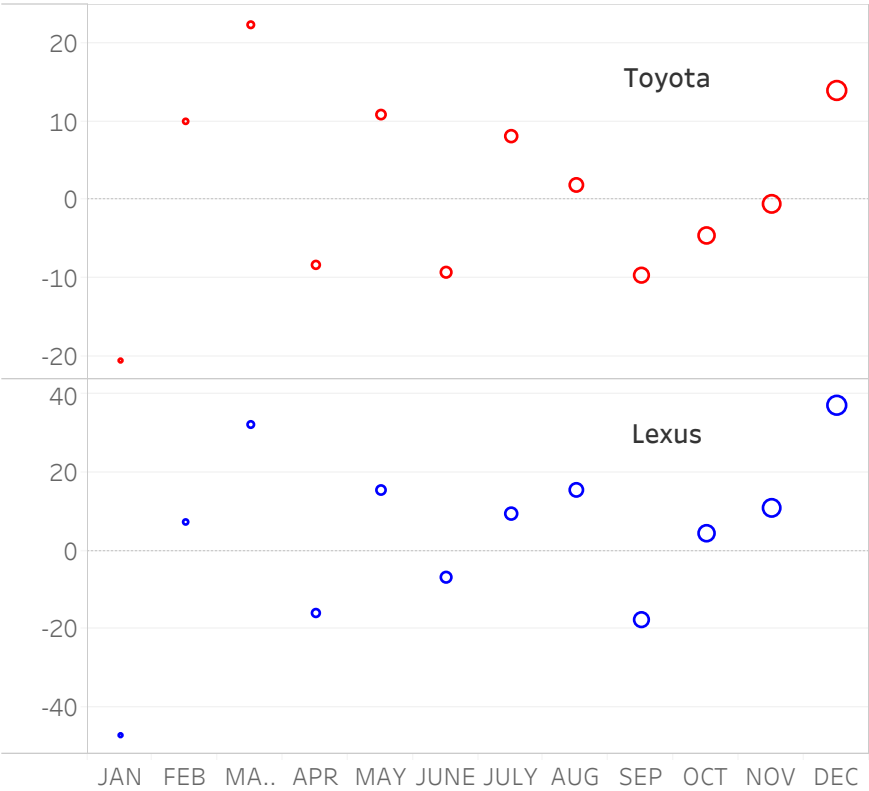
Both brands have a similar pattern in their sales returns. March and December lead the way, and January is an unpleasant sight.



By Abdulrhman, Vaidehi, and Joe

Median monthly return

March and December bonanza

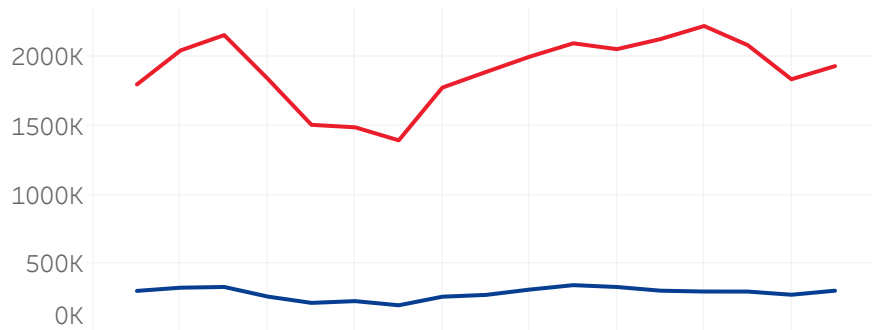




Yearly Comparison

Sales have improved consistently since 2012. Lexus's peak sales came in 2016, while Toyota's came in 2018.

Yearly sales

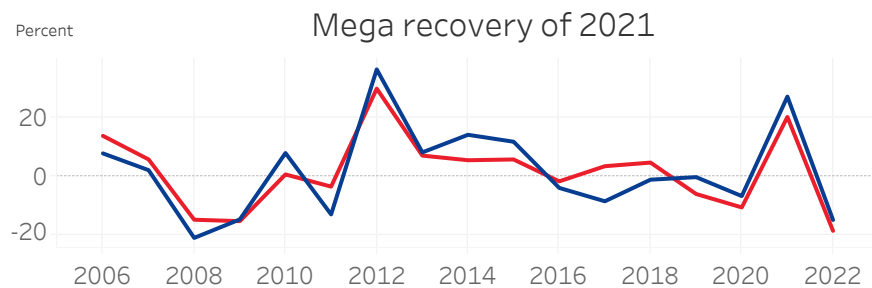


2005 to 2021

■ Lexus ■ Toyota

■ Avg. Yearly Return Lexus ■ Avg. Yearly Return Toyota

Percent



TOYOTA



By Abdulrhman, Vaidehi, and Joe



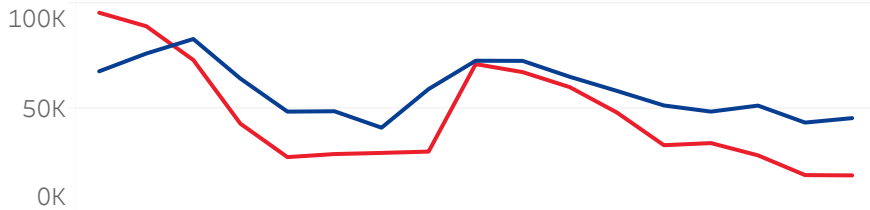
■ Lexus
■ Toyota

Model Comparison

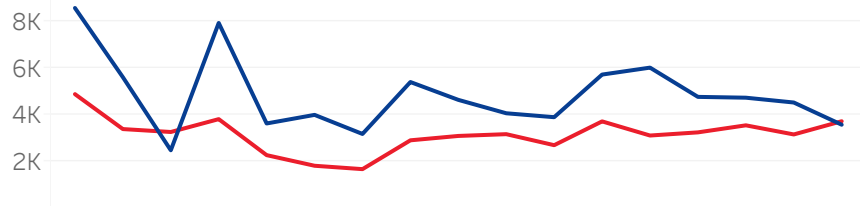
Sedans have been trending downward since 2005, and luxury SUV sales have stayed roughly the same. The Toyota Rav 4 SUV has had explosive growth since 2011, but sales have fallen in the last two years.

Amount sold

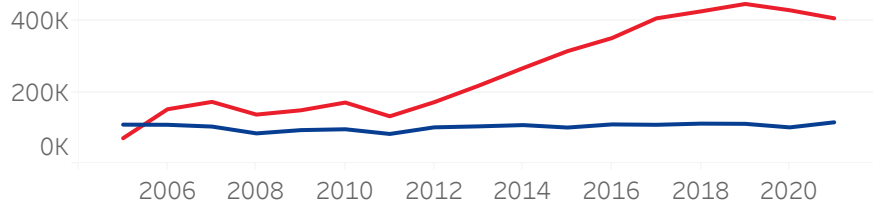
Death of sedans



Steady Luxury SUV sales, but below peak of 2005



Toyota Rav 4 sales in freefall since 2019

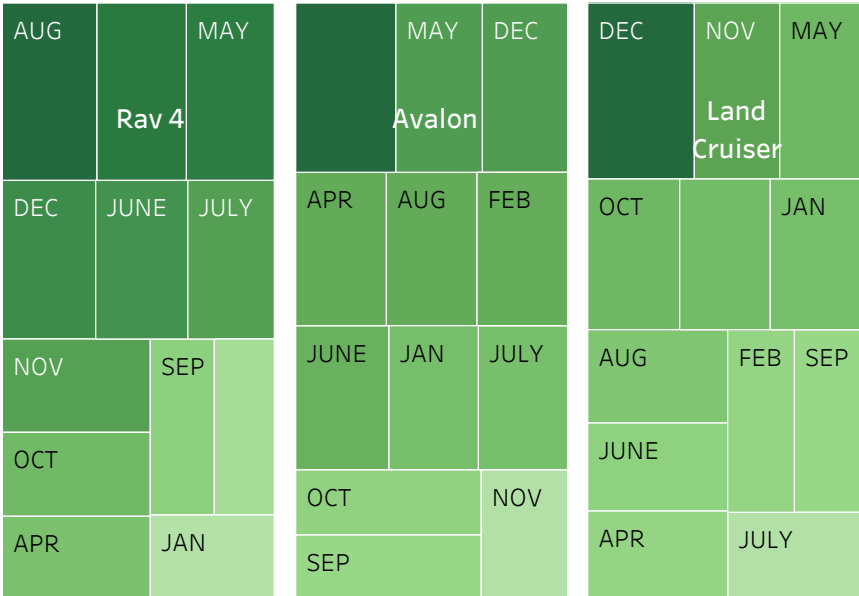


By Abdulrhman, Vaidehi, and Joe



Toyota Model Monthly Sales

The Rav 4 sells about seven times more per month than the Avalon and Land Cruiser combined. March, December, and May are the top three sales months for two of the models.

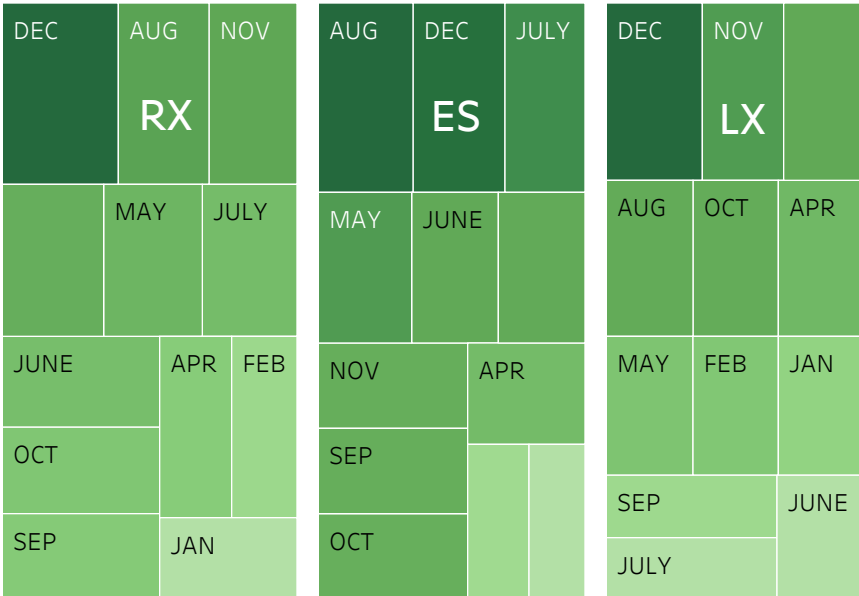


By Abdulrhman, Vaidehi, and Joe



Lexus Model Monthly Sales

December is a top month for two models, and August is also in the top two for two models. The RX doubles the sales of the ES and LX combined.



By Abdulrhman, Vaidehi, and Joe



Forecasting

Forecast shows sales remaining same or even going higher for some models.



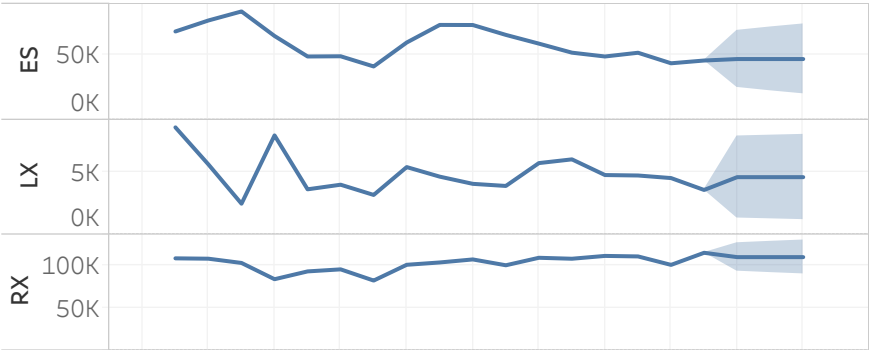
TOYOTA



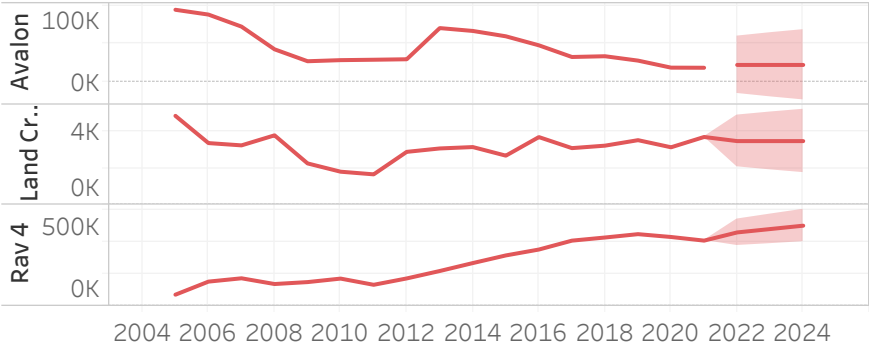
By Abdulrhman, Vaidehi, and Joe

Monthly Sales

Lexus



Toyota





New Year in a Model

New year models are launched typically in fall.

New year in a model tends to show increase in sales.

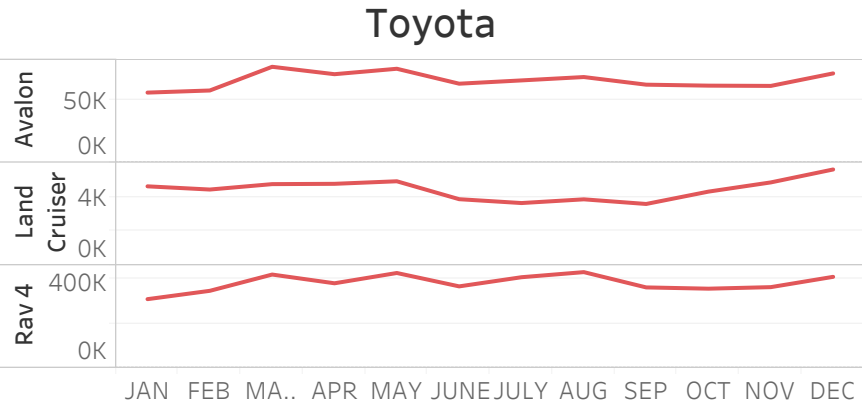
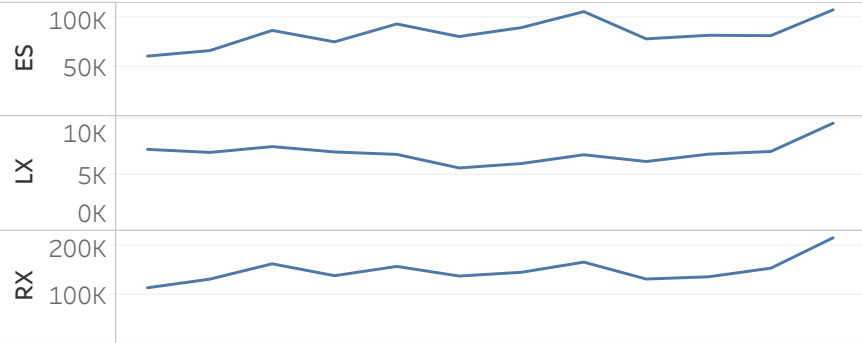


TOYOTA



By Abdulrhman, Vaidehi, and Joe

Monthly Sales





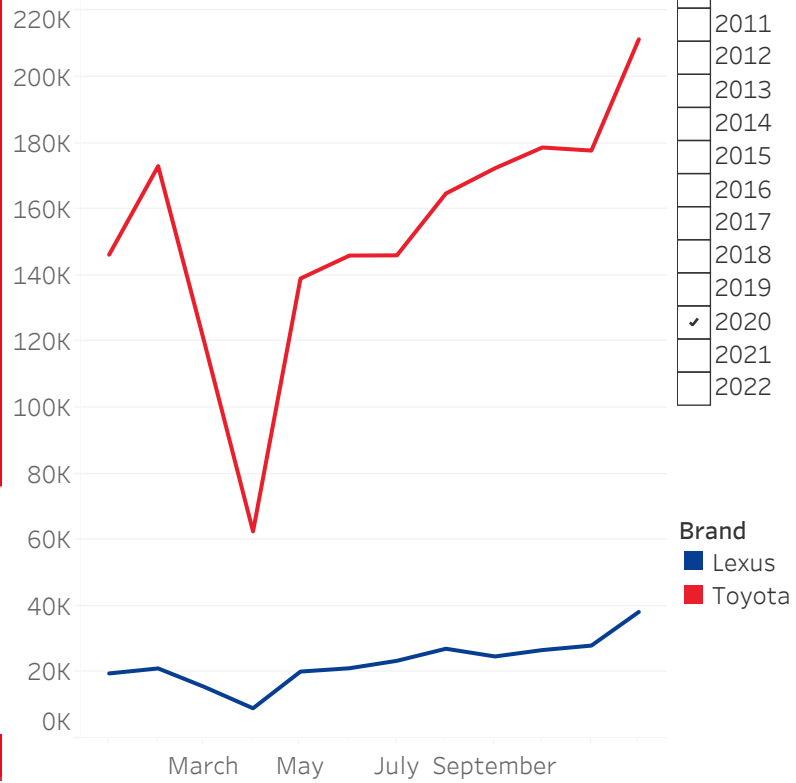
Year of Date

- ☐ 2005
- ☐ 2006
- ☐ 2007
- ☐ 2008
- ☐ 2009
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018
- ☐ 2019
- ☒ 2020
- ☐ 2021
- ☐ 2022

Covid Impact

We can see the deep decline in sales in March & April of 2020, which was driven by the virus Covid-19.

Covid Impact on Sales in 2020



TOYOTA



By Abdulrhman, Vaidehi, and Joe



Year
2015 to 2019

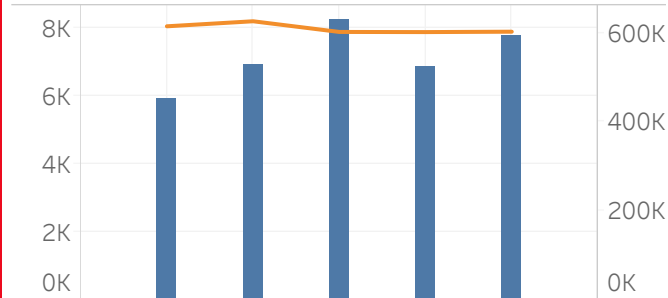
Measure Names

■ Incentives

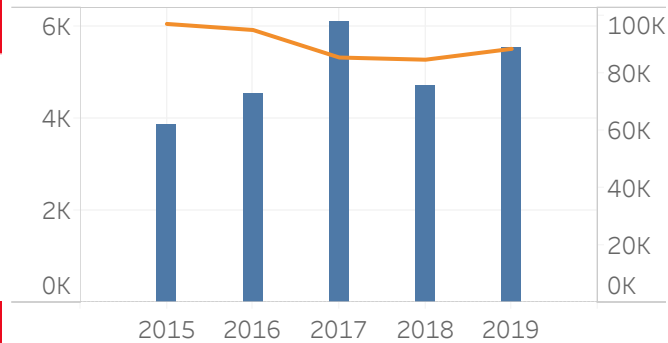
■ Sales

Incentives Vs Sales

Toyota - Relationship with incentives



Lexus



By Abdulrhman, Vaidehi, and Joe



Fuel Alternative Vehicles

Toyota

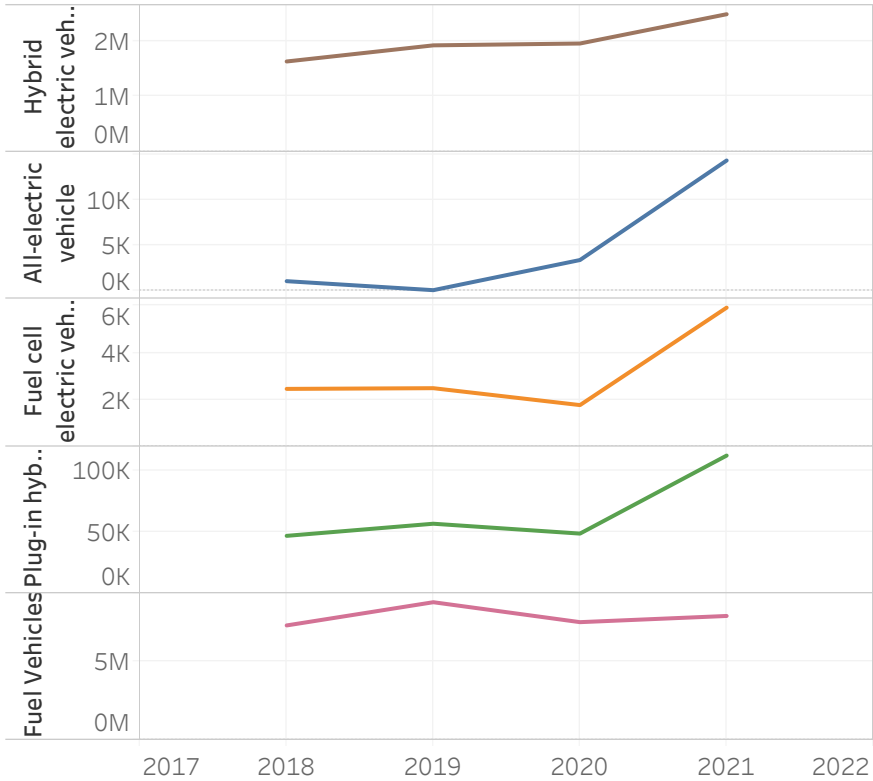


TOYOTA



By Abdulrhman, Vaidehi, and Joe

Fuel Alternative Vehicles



New Year Model	Covid Impact	Incentives	Hybrid Sales	Lexus	Toyota	References
----------------	--------------	------------	--------------	-------	--------	------------



New Year Model	Covid Impact	Incentives	Hybrid Sales	Lexus	Toyota	References
----------------	--------------	------------	--------------	-------	--------	------------

TOYOTA OVER THE YEARS

STRATEGIES

Market Penetration

Product Development

Market Development



New Year Model	Covid Impact	Incentives	Hybrid Sales	Lexus	Toyota	References
----------------	--------------	------------	--------------	-------	--------	------------



References

<https://www.edmunds.com/car-buying/when-to-buy-your-next-car.html>
<https://traveltips.usatoday.com/busiest-travel-day-108182.html>
<https://www.goodcarbadcar.net/toyota-us-sales-figures/>
<https://www.goodcarbadcar.net/lexus-us-sales-figures/>
<https://carfigures.com/us-market-brand/lexus/lx> (We used this website to get an accurate sales number for the Lexus LX model for July 2021)
<https://carfigures.com/us-market-brand/lexus/rx> (We used this website to get sales for the Lexus RX model for the year of 2022)
<https://www.coxautoinc.com/market-insights/toyota-u-s-sales-flat-incentives-and-average-transaction-prices-up/>
https://www.toyota-global.com/pages/contents/investors/ir_library/annual/pdf/2018/ar18_4_en.pdf
<https://www.statista.com/statistics/1181404/alternative-sales-of-toyota-by-segment/#:~:text=Toyota%20alternative%20fuel%20vehicle%20sales%20in%20segments%202021&text=Toyota%20sold%20some%202.5%20million,selling%20hybrid%20as%20of%202020>



TOYOTA



By Abdulrhman, Vaidehi, and Joe