

17th January, 2012

Crown Motors Sustained Its Leading Position
Toyota Passenger Car Again Became the Best-Seller
Lexus Broke Its Sales Record

Crown Motors Limited is pleased to announce that Toyota and Lexus achieved total annual sales of over 7,800 units, successfully ahead of the market growth and boasting a total sales volume that was 13% higher than in 2010.

Looking back on year 2011, Crown Motors Limited achieved remarkable sales results during the first quarter. However, the tragic Great East Japan Earthquake and tsunami struck on March 11, shut down Toyota's domestic production lines and severely disrupted its global supply chain. This obviously had a deeply negative effect on Toyota's overall auto production, causing the postponement of shipments to Hong Kong of up to 7 months. As a result, new model market launches were deferred for a quarter, posing great challenges and difficulties for us. After several months, just when production and supplies began returning to normal levels, severe floods suddenly struck Thailand in October, making an already fragile production situation even worse.

Despite these setbacks, locally our Toyota and Lexus brands maintained their resiliency. This was the result of dedicated support from our loyal customers and long-term supporters coupled with our outstanding product strategy and promotions plus a positive team spirit during the year's crises. In the end, Toyota and Lexus still have achieved incredible sales performances.

Even since March of last year we were facing shortages and an unsteady supply of vehicles, Toyota continued to reign as the champion in Hong Kong passenger car market with more than 5,500 units sold.

Toyota Noah as well was ranked as the best-selling MPV for the third year in a row; a truly proud and ambitious achievement.

Moreover, at the outset of last year, we were determined to promote hatchback so as to stir up a trend on it. In line with that mission, Ractis achieved incredible sales of over 1,000 units for the year, taking the “best-seller” honour among all hatchbacks for the second half of the year.

In the high-end luxury market, Lexus saw sales of its car line soar by 60% compared to last year with total annual sales reaching more than 2,300 units, breaking the record made in 1998!

Among Lexus' fine line of automobiles, the CT200h, which had been widely promoted since the beginning of last year, marked a bright new era for luxury hatchbacks, taking the town by storm and receiving warm reviews from the automotive media.

Looking ahead to the first half of 2012, we are ready and excited to introduce several waves of fabulous new models. For the Toyota marque, Mark X, Prius, Prius C, Prius V, 86, and Auris Hybrid models will make their debut. For the Lexus line, we will be unveiling the brand-new GS, LX and other great cars to meet rising market expectations. We at Crown Motors are confident to make another sales record again this year.

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