



American Honda Reports September Sales Results

- Three fewer selling days impact American Honda September sales results
- Balanced sales of cars and trucks help Honda brand make key share gains despite industry downtrend
- ILX continues strong sales gains for Acura brand; RDX maintains #2 spot in luxury’s largest segment

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
113,925	50,340	63,585	102,827	47,459	55,368	11,098	2,881	8,217
-14.1%	-14.5%	-13.8%	-13.7%	-14.8%	-12.7%	-17.9%	-9.1%	-20.5%



“Following the best sales month in our company’s history in August, the Honda brand delivered balanced sales performance across our passenger car and light truck offerings,” said Henio Arcangeli, Jr., senior vice president of Automobile Sales at American Honda Motor Co. “As we enter the final quarter of 2019, we are expecting a strong finish to the year for both the Honda and Acura brands.”



BRAND REPORT

Sales Highlights

With fewer selling days and none of the big Labor Day holiday sales totals falling in September, Honda brand sales were down compared to Sept. 2018. Still, both cars and trucks posted solid sales to counter industry trends.

- Gateway models Fit and HR-V performed well, gaining 79.6% (2,707 units) and 25.9% (7,528 units) respectively, vs. 2018.
- CR-V posted a strong month despite a brief stop sale to allow owner’s manuals to be updated before deals could be consummated.
- Civic and Accord continue to fight industry truck trends, with combined sales totaling over 42,000 units as Honda cars topped 46% of Honda brand sales for the month, compared to industry sales of about 30%.

Model Notes



The 10th-gen **Civic** is headed for its 4th straight year as America’s retail best-selling car and a full decade as the country’s most popular compact.



With the 2019 **Passport** named a Top Safety Pick, every Honda light truck—SUV, minivan and pickup—now earns a TSP crashworthiness rating from IIHS.



BRAND REPORT

Sales Highlights

While the shorter month and luxury brands competing on price challenged year-over-year results for the Acura brand, gateway Acura models ILX and RDX performed well to maintain brand momentum.

- ILX gained a solid 15.9% on sales of 1,078 units.
- While key competitors are spending aggressively to capture sales, RDX remains strong with sales topping 4,300 units to maintain its #2 position in segment
- Acura SUV sales continue to lead the brand with total sales of over 8,000 units.

Model Notes



The **RDX** is on pace for another record in 2019. Acura’s hugely popular compact luxury SUV has earned annual sales records in 8 of the past 9 years.



Following its 2019 refresh, **ILX** is America’s fastest growing compact luxury sedan, serving as Acura’s gateway model by bringing in more first time, millennial and multicultural buyers than any other model.