



Trucks Deliver October Sales Records for AHM, Honda and Acura Brands as Sales Rise Across Divisions

- Honda brand sets new October sales record with an 8% gain; trucks gain 17.5% and a new October mark
- Honda CR-V nets new October record and cumulative sales top 5 million
- Honda HR-V sets a new all-time monthly record with sales of over 10,000 units
- Acura trucks set October record as division nets 2.4% gain

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
131,443	54,016	77,427	117,486	50,315	67,171	13,957	3,701	10,256
+7.6%	-1.5%	+15%	+8.2%	-2.1%	+17.5%	+2.4%	+6.5%	+1.1%



“With the Honda CR-V topping the 5 million cumulative sales mark to reaffirm its position as the best-selling crossover for over two decades, it’s fitting that Honda crossover and light truck models led Honda to an all-time October sales record,” said Henio Arcangeli, Jr., senior vice president of Automobile Sales at American Honda Motor Co. “Both the Honda and Acura brands are marching forward as we head into the final two months of the year on pace to see American Honda post a sales increase for 2019.”



BRAND REPORT

Sales Highlights

The harvest moon shone brightly on Honda sales, with new October overall and truck sales records and cumulative CR-V sales cresting 5 million. Several models made major gains with trucks leading the way as HR-V set an all-time monthly record and CR-V a new October mark. Civic and Fit also made major gains.

- HR-V set a new all-time monthly record, jumping 104% on sales of 10,130 units.
- CR-V sales climb 20% on sales of 33,344 for a new October record.
- Fit gained a whopping 204% while Civic gained 5% and Accord topped 21,000 deliveries.
- Odyssey now holds an incredible 42% share of the minivan segment with October sales of over 7,800 units.

Model Notes



Honda is the retail best-selling passenger car brand in America in 2019 – with Fit, Civic, Insight and Accord #1 or #2 in their respective segments -- gaining the most share of any mainstream brand this year.



Honda has led the industry in sales to under-35-year-old buyers since 2010, with Civic and Accord the #1 and #2 cars, CR-V the #1 CUV/SUV and Odyssey the #1 minivan.



BRAND REPORT

Sales Highlights

Another strong month for the Acura brand brought a new October truck sales record and an overall 2.4% sales increase, with a particularly strong month for ILX, the retail #1 sedan in segment, a 10% gain for MDX, and RDX sales on pace for another annual sales record.

- MDX sales climbed 10.4%, pushing Acura trucks to a new October record.
- ILX sales jumped 35.4% in October, with 1,430 units delivered.
- RDX sales topped 5,800 and combined with the enduring MDX for total truck sales of 10,256 units.

Model Notes



Nearly 99% of all Acuras sold in the U.S. are made in America, with five of the brand’s six models built at the company’s three Ohio auto plants.



MDX is out-retailing 3-row SUVs from Lexus, Mercedes, BMW, Audi, Infiniti, Tesla and Volvo in 2019, and has done so in every year since 2010.