

Strong Car & Truck Sales Fuel Record November for American Honda, and Honda and Acura Trucks

- American Honda sets new November sales records for total vehicles (up 11.1%) and trucks (up 18.2%)
- Honda brand truck sales jump 21.3% for best-ever November sales
- Honda HR-V and CR-V each set new November records; Ridgeline gains 36.2%
- Acura brand gains 3.1%, with record November truck sales

American Honda			 HONDA			 ACURA		
<u>Total</u>	<u>Cars</u>	<u>Trucks</u>	<u>Total</u>	<u>Cars</u>	<u>Trucks</u>	<u>Total</u>	<u>Cars</u>	<u>Trucks</u>
133,952	54,511	79,441	119,470	50,580	68,890	14,482	3,931	10,551
+11.1%	+2.2%	+18.2%	+12.2%	+1.8%	+21.3%	+3.1%	+6.8%	+1.7%



“With one month to go in 2019, robust sales of light trucks are leading the Honda and Acura brands to a strong finish, with record November auto sales for American Honda,” said Henio Arcangeli, Jr., senior vice president of Automobile Sales at American Honda Motor Co. “Based on the strength of our products and disciplined approach to sales, American Honda is bucking industry trends, with record sales in three of the last four months.”



BRAND REPORT

Sales Highlights

Honda followed recent record sales months into November, with double-digit increases for the brand and several key models, plus a new November truck record.

- Honda trucks set a new November record on sales of 68,890, a robust gain of 21.3%.
- CR-V scored another record month in November, gaining 7.9% on sales of 33,987 units.
- HR-V also posted a November record with nearly 10,000 deliveries.
- Ridgeline jumped 36.2% on sales of 3,297 vehicles.
- Honda car sales were up 1.8% in November, led by Civic which gained 8.2% on sales of 23,676 units.

Model Notes



Honda is again the top-winning brand in the annual KBB Best Buy Awards, with **Civic** now an undefeated, 6-time winner for Compact Cars.



Honda SUVs are tracking toward 10 years of continuous growth and eight straight years of record sales.



BRAND REPORT

Sales Highlights

It was the best November for the Acura brand since 2014, with trucks setting a new November best and car sales up nearly 7%. ILX led car sales gains, while the seemingly evergreen MDX gained over 8%.

- An 8.2% increase for MDX led Acura trucks to a new November record, and helped push total truck sales well past the 10,000 mark.
- ILX posted Acura’s largest gain for the month, climbing 19.2% on sales of 1,253 vehicles as an important gateway to the Acura brand.
- TLX also had a strong November, gaining 5.3% on sales of 2,587 cars.

Model Notes



Acura SUVs are on pace for a 2nd consecutive record year with RDX topping 50,000 units for the 5th straight year and MDX about to surpass 50,000 for the 8th straight year.



ILX is the fastest growing compact luxury sedan, up 29% in 2019, earning a higher percentage of sales from millennials than any other segment competitor.