

Record Light Truck Sales Lift AHM and Honda Brand to Sales Increases in 2019

- American Honda sales of cars and trucks rise 0.2% in 2019, with record annual truck sales (up 2.9%)
- Honda brand trucks set new annual record with gain of 3.4% for year
- Honda HR-V and CR-V set new annual records
- Acura SUVs remain strong, while ILX sales grow 30.3% for the year

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
136,566	51,952	84,614	120,433	47,718	72,715	16,133	4,234	11,899
-12%	-19.9%	-6.3%	-12.9%	-21.6%	-6.1%	-3.8%	+6.2%	-6.9%



“In a highly competitive market, American Honda posted increased sales in 2019, including new records for both light trucks and electrified vehicles,” said Henio Arcangeli Jr., senior vice president of the American Honda Automobile Division. *“Honda also bucked industry trends by achieving a second straight year as the retail number one passenger car brand in America, so we head into 2020 with strong momentum.”*



BRAND REPORT

Sales Highlights

Honda trucks set a new all-time annual sales record with HR-V and CR-V also reaching all-time annual bests. Civic remained strong, while electrified vehicles set a new annual mark, contributing to a 0.3% gain for the Honda brand in 2019.

- In addition to a new annual sales record in 2019 (up 15.9%), HR-V jumped 45.7% in December on record sales of 9,199 units.
- Ridgeline gained a robust 31% on sales of 3,757 units in December, up 9% for the year.
- Civic led a strong showing for Honda passenger cars, with a 4th straight year as the retail #1 car in America and 10th straight year as the #1 compact car.
- Honda electrified vehicles finished the year with a new annual record, gaining 18.6% on sales of 59,157 units.

Model Notes



Honda is headed for a second straight year as the retail #1 passenger car brand in America, led by Civic’s four-year run as America’s best-selling car, while also setting a new record for electrified vehicle sales.



Honda SUVs will post 10 years of continuous growth in 2019, with a new CR-V Hybrid launching next year as our first hybrid-electric SUV.



BRAND REPORT

Sales Highlights

Acura finished 2019 virtually on par with 2018, led by strong sales of RDX and MDX light truck models and with ILX starring as the gateway to the brand, posting major gains in December and for the year.

- ILX jumped a robust 30.3% for the year – its best sales performance in four years with December sales of 1,305 units up 41.2%.
- RDX posted its second best sales year in history with 62,876 units delivered — only the second time RDX has surpassed 60,000 sales.
- MDX finished with sales of 52,019 in 2019, the eighth consecutive year with sales exceeding 50,000.

Model Notes



RDX topped Motor Trend’s list of safest luxury SUVs of 2019 and is joined by the MDX, ILX, TLX and RLX in offering the AcuraWatch® suite of safety and driver-assistive features as standard equipment.



Acura SUVs have led luxury in retail sales to under-35-year-old buyers since 2012: RDX is #1 in segment and #3 luxury SUV overall, and MDX is the #1 3-row SUV in all of luxury.