



Honda Trucks Set Records, Acura Cars Rise for American Honda in January

- American Honda trucks set new January sales record
- Honda brand trucks mark best January sales, rising 2.3%
- Honda truck sales gains led by HR-V with new January record (up 25%) and Ridgeline (up 57%)
- Acura brand car sales rise 6% as ILX climbs 16% and TLX gains 6%

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
101,625	42,371	59,254	92,395	39,595	52,800	9,230	2,776	6,454
-4.3%	-10.6%	+1%	-4.1%	-11.6%	+2.3%	-5.5%	+5.8%	-9.6%



“As we enter a new decade, we will continue to focus on our core values and maintain the kind of sales discipline that has made us a retail sales leader in the industry,” said Henio Arcangeli Jr., senior vice president of the American Honda Automobile Division. “The arrival of our new CR-V Hybrid next month will also bring new opportunities to further strengthen our light-truck lineup and extend our two-year streak of record electrified vehicle sales.”



BRAND REPORT

Sales Highlights

Honda trucks captured a new January sales record as HR-V also set a new mark and Ridgeline deliveries jumped almost 60%. While the industry continues its dramatic shift toward light trucks, Honda entered 2020 by maintaining its retail market share gains with passenger cars, led by Civic with sales of 20,054 units.

- Honda brand trucks set a new January record, gaining 2.3% on sales of 52,800 vehicles.
- HR-V set an all-time record in January with a strong 24.8% increase on sales of 7,457 units.
- Ridgeline sales jumped 57.1% for the month, with 3,083 deliveries.
- CR-V started the year strong, topping 26,000 sales in January, while Civic surpassed 20,000.

Model Notes



Coming off a 5th straight year of record sales, Honda’s light truck lineup gets its first electrified model with the launch of the all-new 2020 **CR-V Hybrid** early this year.



Honda is looking to extend its two-year run as the retail #1 passenger car brand in America, led by **Civic**, which leads the industry in sales to first-time, Millennial and Gen Z car buyers.



BRAND REPORT

Sales Highlights

Acura cars found sales strength again with a 6% gain in January as the brand’s gateway luxury sedan continued its segment-leading ways. The TLX sedan also rose in the first month of 2020 as buyers continue to recognize its balanced goodness.

- ILX scored its best January sales since 2016, gaining a robust 16.1%, while TLX sales rose 6%.
- Acura light trucks entered 2020 on a bit of a hangover after an incredible finish to 2019, but RDX and MDX still posted sales of almost 6,500 units.

Model Notes



MDX just surpassed cumulative sales of 1-million units in the U.S., continuing its run as America’s best-selling 3-row luxury SUV of all-time.



Acura’s gateway model, the **ILX**, was the retail #1 and fastest-growing model in segment with the highest percent of sales from under-35 buyers among all compact luxury sedans