

Record Truck Deliveries and Strong Car Sales Boost American Honda to February Records and 2020 Gains

- American Honda trucks set new February record as both Honda and Acura Divisions set new benchmarks
- American Honda sales were up 4.2%, with trucks gaining 6% and passenger cars up 2% for the month
- Record Honda truck sales lifted the brand 4.7% in February, with multiple models seeing double-digit gains
- Honda Civic sales climbed 11.5% in February, with Fit sales jumping 63.5%
- Acura RDX set a new February best to push division February truck record; cars led gains, with ILX up 3.4%

American Honda			HONDA			ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
120,006	52,298	67,708	107,742	48,859	58,883	12,264	3,439	8,825
+4.2%	+2%	+6%	+4.7%	+2.1%	+6%	+0.4%	+0.7%	+0.3%



"These are challenging times for our industry and the world, so it's gratifying to see our sales grow in February, led by strong demand for Honda light trucks, and Civic sales gains demonstrating once again that cars still matter," said Steven Center, Vice President, Auto Sales Division, American Honda Motor Co., Inc. "We will continue to maintain a disciplined approach to the market, focusing on the strength of our products rather than steep discounts, with the introduction this month of the CR-V Hybrid signaling the continued growth of our electrified vehicle lineup."



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Sales Highlights

Hot on the heels of record February sales, Honda trucks gained an important new family member on March 1 with the launch of the 2020 CR-V Hybrid—Honda's first electrified CUV.

- Honda trucks gained 6.6% for best February sales: CR-V rose 7.5%, HR-V set a new record with sales up 14.4%, Ridgeline climbed 46.8%, Odyssey led its segment; and Passport posted an all-time best February, combining with stablemate Pilot to match Feb. 2019 sales.
- With sales rising 11.5% in February, Civic showed impressive sales strength in what has been a tough market for cars.
- Honda's hybrid sedans—Accord and Insight—both gained in February, with Accord Hybrid up 10.7% and Insight gaining 1.6% for the month.

Model Notes



Honda leads the industry in retail sales to under-35-year-olds over the past decade, with Civic and Accord the #1 and #2 cars, CR-V the #1 CUV and Odyssey the #1 minivan.



CR-V is a perennial best seller, the overall #1 CUV in America over the past 23 years, and now adds the all-new CR-V Hybrid.



BRAND REPORT

Sales Highlights

The 1-2 punch of MDX and RDX delivered a February record for Acura trucks, with RDX itself setting a new February mark, while Acura cars led gains for the brand.

- February sales of 4,982 units put RDX back in the record books and Acura's stalwart MDX delivered 3,858 sales—the two combining for a new Acura February truck sales record.
- ILX led gains for Acura in February, with a 3.4% gain on sales of 1,083 units—it's best February since 2016.
- TLX also gained for the month, up 2.2% on sales of 2,263 vehicles.

Model Notes



Every Acura core model offers an A-Spec appearance package, which attract more than twice the under 35 year old buyers as non A-Spec models.



More than 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 assembly plants.