

Strong September Sales for Honda and Acura Adds to Momentum Gained in 3rd Quarter

- Honda brand sales climb 11% as trucks set September record with 20.4% jump
- Honda Passport and CR-V set September sales records, gaining 48.1% and 29.6% respectively
- Acura September sales increased 16.6% on strong performances from MDX, RDX and ILX

	American Honda			ACURA			HONDA		
	<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>
Q3	388,433	156,266	232,167	39,664	10,047	29,617	348,769	146,219	202,550
	-9.5%	-17.6%	-3.1%	+1.6%	+3.9%	+0.8%	-10.6%	-18.8%	-3.1%
Sept.	<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>
	127,058	50,819	76,239	12,941	3,357	9,584	114,117	47,462	66,655
	+11.5%	+1%	+19.9%	+16.6%	+16.5%	+16.6%	+11%	0%	+20.4%



“September marks a high-water mark for Honda sales this year with double-digit gains and our first month in positive territory since the pandemic began,” said Dave Gardner, executive vice president of National Operations at American Honda. “Powered by the strong performance of our Honda and Acura SUV lineups, we’ve been building momentum throughout the third quarter and early indications from dealers and customers are that the just-released 2021 Acura TLX is a real winner. So we’re optimistic for a strong close to 2020.”



BRAND REPORT

Sales Highlights

Honda trucks enjoyed a strong summer in the 3rd quarter of 2020, capped off by a record September with sales increases across the lineup.

- CR-V set a new September record, climbing 29.6% on total sales of 33,572, while CR-V Hybrid recorded its best month as sales topped 3,200.
- Passport set a new September record, jumping 48.1% on sales of 4,281.
- Pilot, Ridgeline and Odyssey also gained positive momentum in Q3.
- Civic sales were strong, posting its best quarter of 2020, despite limited supplies of the Civic Hatchback.

Notes



Civic is on track for its fifth straight year as the retail #1 car in America and its 10th straight year as the retail #1 compact car.



BRAND REPORT

Sales Highlights

Acura’s stellar SUV lineup continue in a starring role for the brand in September, helping it net a double-digit gain for the month.

- Robust MDX sales of 4,920 brought a 28.4% gain for the month.
- RDX sales gained 6.4% in September, with 4,664 deliveries.
- ILX continued to serve as an important gateway to the Acura brand in Q3, posting a 27.7% increase in September.

Notes



The all-new **2021 TLX** is arriving at dealers now as the quickest, best-handling and most well-appointed sedan in Acura’s 35-year history.



RDX was the first core model based on Acura’s Precision Crafted Performance DNA. It’s now the retail best-selling compact luxury SUV and third-best selling luxury model overall.