

American Honda Posts Strong March Sales with Slight Improvement in Product Supply

- American Honda sales near 110,000 units, best since August 2021, on improved supply and sustained demand
- Honda sets new monthly record for electrified vehicles on strong sales of CR-V Hybrid and Accord Hybrid
- HR-V scored a 14th straight monthly sales record as March sales set a new all-time sales mark for any month
- Acura posts best month since August 2021, with sales topping 13,000 units in March
- Acura SUVs near 10,000 units based on best MDX sales since May 2021
- Pre-sales of hot-selling new Type S model help Acura MDX flagship top 6,400 units in March

	American Honda			ACURA			HONDA		
	Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
Q1	266,418	89,373	177,045	28,236	6,800	21,436	238,182	82,573	155,609
	-23.2%	-27.3%	-21%	-25.5%	-26.8%	-25%	-23%	-27.3%	-20.5%
March	108,075	32,249	75,826	13,220	3,301	9,919	94,855	28,948	65,907
	-27.2%	-39.6%	-20.3%	-25.9%	-24%	-26.5%	-27.4%	-41%	-19.3%



“Like much of the industry, we’re riding a bit of a roller coaster due to fluctuating parts supply issues, but strong March sales for Honda and Acura speak to the fact that demand remains strong and our retail deliveries are based primarily on what we can supply to our dealers,” said Dave Gardner, executive vice president of Business & Sales at American Honda. “We aren’t out of the woods yet, but we will continue to manage the supply issues to maximize production and help our dealers meet the needs of our customers.”



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Sales Highlights

While the award-winning Civic remains in extremely tight supply, stronger availability of hybrid-electric models contributed to the Honda brand posting relatively strong sales of nearly 95,000 units in March.

- Higher gas prices and increased supply of CR-V Hybrid and Accord Hybrid help Honda set new monthly record for electrified vehicles (12,635)
- HR-V set an all-time monthly sales record and a 14th straight monthly mark sustaining momentum for the April reveal of the all-new 2023 HR-V
- CR-V posts best month since July 2021 with sales nearing 30,000 (29,943) units on improved supply and CR-V Hybrid’s best-ever sales month (6,932)
- Accord nears 18,000 March sales on record month (4,857) for Accord Hybrid

Notes



Honda will reveal the all-new sporty and versatile 2023 HR-V this month, the first of three new SUVs to be introduced this year.



Six 2022 Honda models earned a *TOP SAFETY PICK* rating or better from IIHS, and all fully tested Honda vehicles earn NHTSA’s top NCAP crash-test ratings.



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Sales Highlights

Acura posted strong March sales topping 13,000 units based on strong sales of SUVs and the best month for Acura sedans since August 2021.

- Acura SUV sales near 10,000 units, led by best sales month since May 2021 for MDX
- Demand for TLX Type S help lead Acura sedan sales to nearly 3,300 units
- Type S direction resonates with buyers, driving MDX, TLX and NSX Type S variants to strong March sales.

Notes



First two months of manual transmission production is pre-sold, with over 75% of 2023 Integra pre-orders for the three-pedal model.



Deliveries of MDX Type S have begun, the most powerful, best handling and best equipped Acura SUV ever.

