



American Honda Posts March Sales Increase as Balanced Sales of Cars and Trucks Propel Honda and Acura

- Honda brand sets new March record for total sales, rising 2.6%
- AHM trucks set new March sales record with an increase of 7%
- Honda brand truck sales jump 7% for best March sales
- Acura TLX leaps 43% for best ever March sales; RDX gains 17%

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
142,392	67,633	74,759	128,855	62,513	66,342	13,537	5,120	8,417
+3.8%	+0.4	+7%	+2.6%	-1.6%	+7%	+15.7%	+35.2%	+6.4%



“Honda’s deep truck lineup helped the brand to a new March record, while Honda cars continue to pull their weight despite current market forces,” said Henio Arcangeli, Jr., senior vice president of the Automobile Division & general manager of Honda Sales.

“The Acura brand delivered another strong sales performance in March with TLX and RDX leading the charge with double-digit, year-over-year sales increases. While headwinds remain relative to midsize luxury sedan sales, TLX is continuing to pick up market share and outselling notable competitors.”



BRAND REPORT

Sales Highlights

Honda found fresh momentum with a new total vehicle sales record in March as Accord continued to gain ground, Civic set a new record, and light trucks set several new benchmarks.

- Honda brand sales set a new March record, gaining 2.6% on sales of 128,855
- Accord sales topped 24,000 for the month, moving up vs. last month while competing in a declining segment dominated by heavy incentives.
- Pilot jumped 42.4% on sales of 14,158; Odyssey rose 27.8% on sales of 9,873.
- HR-V had its best-ever March, rising 1.3% on sales of 7,753 vehicles.
- Civic gained 3.4% on sales of 32,584 units.

Model Notes



2018 Civic Si

Passenger car leadership! Accord: 2018 North American Car of the Year; Civic: #1 retail car in America; Fit: retail #1 in segment.



2018 Pilot

America’s Best SUV brand gaining strength from increased supply of Pilot – up more than 50%



BRAND REPORT

Sales Highlights

Acura brand sales gained sharply in March, rising 15.7% as sedans enjoyed major gains, fueled primarily by record TLX sales and a strong month for RDX.

- Total Acura car sales were up 35.2% in March, while trucks gained 6.4% for the month.
- TLX starred for Acura, posting record March sales of 4,014, up 42.6% vs. March 2017. The sporty V6 A-Spec model has sparked new interest in TLX, as a new 4-cyl. A-Spec model enters the market today.
- RDX sales also were robust in March, up 16.7% on sales of 4,398 units as the brand looks ahead to an all-new 2019 RDX this summer.

Model Notes



2018 TLX

TLX off to a great start in 2018, outselling Audi A4 and others. Arrival this week of 2.4L A-Spec model adds to momentum.



2019 RDX

Already two of the top three luxury SUVs to younger buyers, the 2019 RDX and 2019 MDX will soon receive youthful A-Spec sport appearance variants.