



**American Honda Reports April Sales Results**

- Core models Civic and CR-V remain strong with sales over 28,000 units
- Honda Odyssey continues to cement sales leadership in minivan segment with 21% gain
- Honda Pilot sales jump again in April, rising 22%
- Acura RDX sales increase 10.8% in April, as introduction of all-new 2019 model approaches

American Honda			 HONDA			 ACURA		
<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>
125,701	59,456	66,245	113,813	55,354	58,459	11,888	4,102	7,786
-9.2%	-14.4%	-3.9	-8.4%	-12.3%	-4.3%	-15.9%	-34.8%	-0.8%



*"Even as we increase our sales of light trucks to record levels, we remain committed to delivering a balanced lineup of cars and light-truck offerings for our customers,"* said Henio Arcangeli Jr., senior vice president of the Automobile Division & general manager of Honda sales. *"Our flexible manufacturing capabilities allow us to evolve our production mix in real-time to meet these continued shifts in consumer demand. Moreover, we recognize not all customers in the market want a truck or SUV, so growth opportunities still exist within the passenger car side of our business."*



**BRAND REPORT**

**Sales Highlights**

Two fewer selling days and one less weekend in April 2018 vs. a year ago, impacted Honda car & truck sales like the rest of the auto industry. However, the brand's core models performed strongly while Odyssey and Pilot were standouts for the month.

- Odyssey posted a robust gain of 21.2% on sales of 8,464 units in April, further strengthening its 2018 sales leadership.
- Pilot sales increased for the 8th straight month, rising 22% on sales of 11,891 units for the month.
- Civic and CR-V sales topped 28,000 in April and Accord crested 21,000, to post strong results for Honda's core models.

**Model Notes**



**Odyssey** is the #1 retail-selling minivan in America in 2018, leading with the lowest incentive spending as well.



The Honda Electrification Initiative just gained another player – the all-new 2018 **Accord Hybrid**, made in Marysville, Ohio, where the hybrid battery unit also is assembled.



**BRAND REPORT**

**Sales Highlights**

Looking forward to the upcoming launch of the all-new 2019 RDX, Acura displayed the still considerable strength of the current RDX as it made a solid gain in April. ILX and RLX also enjoyed sales increases for the month.

- RDX gained 10.8 percent in April on sales of 4,201 units.
- The Acura ILX and RLX sedans also gained sales ground, with ILX up 21.6% and RLX up 61.3% in April.

**Model Notes**



Acura is strengthening its performance story with **A-Spec** grades for all core models, including the just-launched 2.4-liter TLX A-Spec, and upcoming RDX and MDX A-Spec models launching this summer.



Since its 2007 debut, the Acura **RDX** has outsold every compact luxury SUV in America, and is the only one to top 50K sales in each of the past three years.