

Trucks Set Records as Core Products Deliver American Honda May Sales Gains

- New May sales records for American Honda trucks (up 9.2%), Honda trucks (up 11.6%), Pilot (up 36%), and CR-V (up 11.6%)
- Core Honda products Accord, Civic and Odyssey post strong retail sales despite industry trends
- Pilot is biggest mover in Honda lineup, jumping 36.1% in May and 40.8% year to date
- Acura sales remain strong with all-new 2019 RDX arriving today at dealers nationwide

American Honda			HONDA			ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
153,069	73,261	79,808	140,250	69,244	71,006	12,819	4,017	8,802
+3.1%	-2.7%	+9.2%	+4.3%	-2.2%	+11.6%	-8.0%	-10.4%	-6.9%



"We're pleased with the consistent results across our entire lineup of passenger cars and light trucks for both the Honda and Acura brands, and remain optimistic about the year ahead," said Henio Arcangeli Jr., senior vice president of the Automobile Division & general manager of Honda sales. "The all-new 2019 Acura RDX arrives in dealer showrooms today as the first in a new generation of Acura products. With sales of more than 50,000 units in each of the last three years, RDX remains one of the best-selling vehicles in the luxury crossover segment and we're confident this all-new model will further build upon that success."



BRAND REPORT

Sales Highlights

Trucks and core products delivered major gains for Honda in May: Trucks set a new May record, Accord sales gained significant momentum, and strong performances from Civic, CR-V and Odyssey pushed all of these models to retail sales leadership in their respective segments. With Pilot and CR-V also adding record May sales, Honda brand gained a total of 4.3 percent for the month.

- **Accord** sales continued to climb strongly since its launch last fall, posting more than 28,000 sales in May, up 29.3% versus last month.
- With 34,349 sold in May, **Civic** gained 7.4% for the month.
- **Pilot** sales jumped 36.1% in setting a new May record, its 9th consecutive gain, and **CR-V** sales climbed 11.6% on sales of 35,905, also a May record.

Model Notes



Pilot is one of the fastest growing midsize SUVs of 2018 with increased supply from a dedicated assembly line in Alabama. Sales are up 40.8% year-to-date.



Fit is #1 in retail sales in the subcompact segment and has done so with the lowest incentives.



BRAND REPORT

Sales Highlights

With strong sales of the outgoing RDX helping Acura maintain a steady sales pace in May, the all-new 2019 RDX arrives in dealers today – the first in a new generation of Acura products completely designed around the brand's Precision Crafted Performance brand direction.

- Acura light truck sales remained strong with **RDX** topping 4,700 in May and **MDX** passing the 4,000 mark.
- **ILX** gained 28.3% on for the month and is up 16.2% year to date.

Model Notes



MDX has done something no other 3-row model in segment can match with six straight years of over 50,000 in sales.



As the only compact luxury SUV with sales topping 50K in each of the past three years, the second-gen RDX hands the baton to the better-in-every-way **2019 RDX**, launching today.