

American Honda Reports July Sales Results

- All-new 2019 Acura RDX scores second-consecutive sales record with 5,784 units sold in July
- Honda Pilot sales continue momentum – jumping another 30.5% in July, bolstered by redesigned 2019 model
- Honda CR-V sales top 32,000 for the month – advancing industry retail SUV sales leadership
- New Honda Insight quickly posts nearly 2,000 sales in its first full month even before marketing launch

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
138,602	61,714	76,888	125,355	58,643	66,712	13,247	3,071	10,176
-8.2%	-19.3%	+3.2%	-8.4%	-19.2%	+3.8%	-6.6%	-21.5%	-0.9%



“For the first time in our company’s history, the Honda brand is on pace this year to sell more light trucks than passenger cars,” said Henio Arcangeli Jr., senior vice president of the American Honda Automobile Division. “Honda’s unique flexibility within our U.S. manufacturing operations has played a critical role in our ability to adjust our production mix and capitalize on the market’s shift toward light trucks.”



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Sales Highlights

While one less sales weekend than the same period in 2017 led in part to a dip in sales, customers showed a preference for the brand’s light trucks including the refreshed-for-2019 Pilot and HR-V, and hot-selling CR-V.

- With the refreshed 2019 Pilot going on sale July 16, Honda’s three-row SUV extended its winning streak of sales increases to 11 straight months, jumping 30.5% on sales of 13,026 vehicles.
- CR-V delivered again in July with sales of 32,844 units, an increase of 3.4%.
- Despite the shorter sales month and tight supplies, Civic sales remained strong in July with more than 26,000 units sold.
- Sales of the brand-new Honda Insight jumped out to a strong start with 1,972 units sold in its first full month on the market.

Model Notes



As the retail best-selling car in America in 2016, 2017 and 2018, Civic is in a race with itself as Honda continues to prove that America still loves a topnotch passenger car.



The 2019 refresh of Pilot adds more rugged character to Honda’s sophisticated 3-row SUV, which is seeing big sales increases with a dedicated production line in Alabama.



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Sales Highlights

Acura light trucks returned as a 1-2 punch powerhouse with the new RDX posting a second consecutive monthly sales record and MDX contributing strong sales boosted by a refreshed 2019 model that entered the market on July 17.

- RDX sales totaled 5,784 for the month — a new July record.
- The just-refreshed MDX, with a new A-Spec variant for 2019, helped the perennial best-seller to more than 4,300 sales in July.

Model Notes



Last year’s update to the TLX, including the A-Spec model, has been well received by the market, with TLX outselling BMW 3-Series and Audi A4 on a retail basis in the first half of 2018.



The addition of Acura’s A-Spec package to the 2019 MDX lineup adds a new dimension to America’s all-time best-selling 3-row luxury SUV.