

## American Honda Reports Sales Increases for Both Honda and Acura Brands Despite Winter Chill

- American Honda posts 1.5% sales increase despite late January “polar vortex.” Trucks set new Jan. record
- Honda brand gains 0.8% as CR-V gains nearly 20% and Accord continues to set pace in midsize segment
- Honda trucks set new January sales record, rising 2.4%
- Acura brand starts 2019 with strong 9.6% January climb, with trucks gaining 18%
- Acura RDX jumps 41% to set another new monthly sales record

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>
106,139	47,401	58,738	96,375	45,224	51,598	9,764	2,624	7,140
+1.5%	-1.7%	+4.3%	+0.8%	-1%	+2.4%	+9.6%	-11.7%	+20.4%



“Our Honda and Acura dealers delivered a strong January and have put us on course for a fast start in 2019, despite extreme weather conditions throughout much of the country during the last week of the month,” said Henio Arcangeli Jr., senior vice president of the American Honda Automobile Division. “While solid sales of our light-truck offerings continue, our balanced results across other segments of our business further showcase real consumer demand beyond trucks and SUVs.”



## BRAND REPORT

### Sales Highlights

Continuing sales momentum from late 2018 led the Honda brand to a new January truck sales record—a strong start for 2019 despite severe winter weather that suppressed car shopping in the last week of January. CR-V was the biggest gainer, and Accord had a strong month as well.

- Fresh from an all-time sales record month in December, CR-V gained a robust 19.8% on sales of 29,152.
- Accord finished January up 6.3% continuing momentum that saw it lead the mid-size segment in retail sales over the entire second half of 2018.
- Civic topped 21,000 units in sales to continue its dominant performance, as America’s best retail-selling sedan in 2018 begins its quest to lead the compact segment in retail sales for a 10<sup>th</sup> straight year.

### Model Notes



Production of the new Insight in Indiana and Accord Hybrid in Ohio helped the **Honda brand** to all-time record production and sales of electrified vehicles in 2018.



**Civic** finished 2018 as America’s top retail-selling car and is the best-selling vehicle in the U.S. millennial, multicultural and first-time new vehicle buyers.



## BRAND REPORT

### Sales Highlights

Acura brand sales withstood the polar vortex in late January to post a 9.6% gain for the month, with RDX leading the brand with a 41% increase.

- RDX continued its record sales march unabated, setting a new January benchmark with 4,172 vehicles sold for a gain of 40.9%. It was the 8<sup>th</sup> straight record sales month for RDX.
- Acura light trucks just missed an all-time January record on sales of more than 7,100 units.
- ILX sales were up 22.7%, just ahead of the start of the marketing campaign for Acura’s redesigned gateway model, refreshed for 2019.

### Model Notes



**Acura** was the only top-5 luxury brand with positive retail gains in 2018 and carries this momentum into 2019 thanks to a strong month from RDX and ILX.



The **Acura** brand was born in the U.S. and with 5 out of Acura’s 6 models built in Ohio, about 99% of all Acura sales are made in America.