

Acura Sales Climb 11% as American Honda Posts Strong February Results

- Acura brand trucks set new February mark as RDX also gets record and MDX rises in double digits
- Honda HR-V sets February sales record, its best month since a June 2018 flood strapped supplies
- Honda Accord sales rise 2.5% in tight sedan market
- Honda CR-V gains 1.7%, surpassing 26,000 sales

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
115,139	51,262	63,877	102,926	47,847	55,079	12,213	3,415	8,798
-0.4%	-6%	+4.6%	-1.6%	-5.5%	+2.1%	+11.3%	-11.7%	+23.9%



“We’re off to a good start in 2019 with notable gains for both cars and light trucks, bolstered by the arrival of our all-new Passport SUV,” said Henio Arcangeli Jr., senior vice president of the American Honda Automobile Division. “Our terrific product lineup is helping grow sales in all key segments of our business and we are achieving this success by maintaining a disciplined approach to supply and incentive spending.”



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Sales Highlights

Honda maintained a strong sales pace in February, with core models Accord and CR-V posting gains and HR-V setting a record, while the brand-new Passport SUV had its first full month of sales.

- Despite on-going sedan market headwinds, Accord gained 2.5% on sales of 20,254 units, continuing its retail sales leadership in the midsize segment.
- HR-V sales rose 4.4% in February on sales of 7,093 units, a new February record and its best month since the full impact of a flood that stopped production for four months last year.
- CR-V gained 1.7% in February, cresting 26,000 units for the month, while Pilot posted a strong month with sales of nearly 11,000 units.
- Sales of electrified models (over 4,500 units) remained strong with Insight topping 1,500 units to lead industry sales for dedicated hybrid models.

Model Notes



Honda began 2019 as the **retail #1 passenger car brand in America**, with Accord the retail best-selling midsize sedan for the 4th straight month and Civic entering its 4th year as America’s retail best-selling car.



CR-V continues as the retail #1 CUV in America, while approaching nearly a 20% share in segment.



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Sales Highlights

Acura continued to gain traction as sales climbed more than 11% for the month. Acura trucks, up 24%, set a new February record. Sedans remained strong as ILX and TLX continue to outperform their segments in retail sales.

- RDX sales jumped 31.8% in February on sales of 4,965 units, a February record and the 9th consecutive month of record sales.
- MDX had a robust month, gaining 14.9% on sales of 3,833 units.
- ILX sales were up 15.8%, despite inventory issues related to the ramp-up of the refreshed 2019 model.

Model Notes



Coming off its best year ever, the new **RDX has continued as the #1 retail-seller in segment**, the #2 retail-selling luxury SUV and the #3 model in all of luxury.



Acura began 2019 with retail sales up 10% while key competitors experienced declines.