

American Honda and Honda Brand Set March Sales Records Fueled by Robust Car Sales; Acura Brand Continues Resurgence

- American Honda nets car, truck and overall March sales records, rising 4%, 4.5% and 4.3% respectively
- Honda cars gain 5.3% while trucks rise 2.9% resulting in March records for both, as well as Honda brand
- Honda cars sales surge with Accord gaining 5%, and Civic up 3.3% with a new March record
- Acura sales increase 6.4% in March as resurgence continues with 8.9% gain in first quarter of 2019
- Acura RDX sets yet another monthly sales record with a 32.7% increase

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
148,509	70,420	78,089	134,101	65,829	68,272	14,408	4,591	9,817
+4.3%	+4.1%	+4.5%	+4.1%	+5.3%	+2.9%	+6.4%	-10.3%	+16.6%



“Our investment in benchmark products for both Honda and Acura has put us in position to achieve strong sales results, even in a challenging market,” said Henio Arcangeli Jr., senior vice president of the American Honda Automobile Division. “While some competitors are using fleet sales to boost their numbers in this relatively flat market, our gains across the board are driven by retail customers buying our products one at a time.”



BRAND REPORT

Sales Highlights

Honda’s record March sales was led by Accord and Civic, as Honda cars were big contributors, even as trucks also set a new March record with strong sales for HR-V, CR-V and Ridgeline.

- Civic, the retail car sales leader through February, rose 3.3% on sales of 33,653 units for a new March record.
- Accord gained 5% on sales of more than 25,000 units for the month.
- HR-V set a March record, gaining 10.7% on sales of 8,582 units.
- Ridgeline sales were up 4.2% in March, on sales of 2,804 units.
- Electrified vehicle sales totaled 5,874, with notable gains from Insight, Clarity PHEV and Accord.

Model Notes



Honda **CR-V and Civic** are not only the retail #1 CUV and #1 car in America they are the #1 and #2 models in the industry, excluding full-size pickups.



IIHS awarded the 2019 Honda **Ridgeline** a **TOP SAFETY PICK** rating when equipped with optional front crash prevention and specific headlights, the only pickup truck tested by the IIHS to earn this rating.



BRAND REPORT

Sales Highlights

Acura sales continued strong momentum with its best March sales in five years, rising 6.4% as the brand completed a strong first quarter. Driving the gains were ILX, up more than 40%, and RDX, which set a new March record.

- ILX jumped 41.3% on sales of 1,289 units, while TLX sales of 3,141 marked its best month since March 2018.
- RDX sales increased 32.7% in March, on the way to setting a 10th consecutive monthly record on sales of 5,835 vehicles.
- MDX maintained a strong pace with sales of nearly 4,000 units.

Model Notes



MDX is posting solid gains over 2018, heading toward an 8th consecutive year of 50,000 units or more -- and remaining as the best-selling 3-row luxury SUV of all-time.



TLX is outselling key competitors including the BMW 3-Series, Audi A4 and offerings from Lexus, Volvo, Alfa Romeo and Cadillac.