

**American Honda Announces April Sales Results**

- Civic continues to lead U.S. passenger car sales, driven by strong retail performance
- Honda truck sales rise 2.7% in April as Passport adds strength and CR-V and Pilot maintain momentum
- Acura trucks also gain, with RDX surging 17.3% on the way to an overall increase of 6.2% for the month

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
125,775	57,452	68,323	114,088	54,030	60,058	11,687	3,422	8,265
+0.1%	-3.4%	+3.1%	+0.2%	-2.4%	+2.7%	-1.7%	-16.6%	+6.2%



"As industry sales continue to level off, we are increasing our share of the market through the strength of our car and truck lineups and our disciplined approach to sales," said Henio Arcangeli, Jr. senior vice president of Automobile Sales at American Honda Motor Co. "The compact SUV segment remains a bright spot for both Honda and Acura brands in 2019, with CR-V the outright retail sales leader in the industry's largest segment, and the Acura RDX the fastest growing model in the compact luxury SUV segment in 2019 and the top-selling retail model."



**BRAND REPORT**

**Sales Highlights**

Honda sales continue to demonstrate extraordinary balance with the strong performance of both cars and trucks. Civic continued its industry leadership of passenger cars, while trucks gained again with America's "Best SUV brand" strengthened by the all-new Passport.

- Civic sales continue unabated with 28,436 units sold in April, a gain of 0.1% for the industry's leading car nameplate.
- Passport sales totaled 2,907 vehicles as the new marketing campaign helps build momentum for Honda's newest SUV.
- Electrified vehicle sales posted yet another month over 5,000 units, led by the Honda Insight and Accord Hybrid and the Clarity Plug-in Hybrid.

**Model Notes**



**Honda light trucks** won with retail customers in Q1 with CR-V the #1 SUV/CUV in the industry, Pilot #3 and gaining in the midsize segment, and Odyssey the #1 minivan.



**Civic** continues its 3-year streak as America's retail #1 car, and Accord is the retail #1 midsize sedan and extending its lead.



**BRAND REPORT**

**Sales Highlights**

Acura sales pushed against the softening market with Acura trucks remaining strong, led by another big gain for RDX, and ILX posting a double-digit increase.

- RDX, the reigning sales leader in its segment, posted an 11<sup>th</sup> consecutive month of increased sales, climbing 17.3% to 4,926 units in April.
- ILX continued to bring new customers to the brand as Acura's gateway sedan posted a strong 13.8% gain on sales of 1,152 vehicles.

**Model Notes**



**Acura light-truck** momentum continues this year with double-digit gains and 20% growth in Q1, which followed an all-time annual sales record in 2018.



With 28% retail growth, the refreshed **ILX** had the largest gains in segment with the lowest incentives.