

American Honda Announces May Sales Results

- Acura sales up 5.7% in May as truck sales remain on winning streak and ILX surges
- Acura RDX sets new May sales record with gain of 15%, capping year of record sales since launch
- Honda Civic continues utter dominance of compact sedan segment, topping 32,000 sales
- New Honda Passport has best sales month yet, while Pilot and HR-V remain strong

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>
145,532	67,876	77,656	131,985	64,169	67,816	13,547	3,707	9,840
-4.9%	-7.4%	-2.7%	-5.9%	-7.3%	-4.5%	+5.7%	-7.7%	+11.8%



"We're seeing growth opportunities in cars and light trucks for both Honda and Acura brands as the market continues to level off," said Henio Arcangeli, Jr. senior vice president of Automobile Sales at American Honda Motor Co. "Acura SUVs are leading the charge in luxury with RDX and MDX as consistent top sellers, while the Honda brand is extending its industry leadership in passenger car sales and building toward a full decade of SUV sales growth."



BRAND REPORT

Sales Highlights

Honda's faith in cars continues to pay dividends, with Civic pulling down a nearly 30% share of the compact segment—helping the brand increase its lead in retail passenger car sales. On the truck side, Passport gained new sales momentum with its best month since launch of the new generation last year.

- Civic sales topped 32,000 in May as it continues to dominate compact sedan sales, with Accord contributing another strong month on sales of over 23,000 units.
- Passport had its best sales month since launch, 3,434 units, while its stablemate the Pilot posted solid sales of over 12,000 units and HR-V earned almost 9,000 new customers for the month.
- Honda electrified vehicle sales topped 6,000 for the month, with Insight leading the way with 2,653 units sold.

Model Notes



Honda is growing its lead as the #1 retail passenger car brand in America, gaining the most share of any mainstream brand.



CR-V is extending its lead as the retail #1 SUV/CUV in America and continues to fend off new competition, beating the new RAV4 in a *Car and Driver* comparison test.



BRAND REPORT

Sales Highlights

May brought strong sales results for Acura, with another record month for RDX, an 8% increase for MDX, and a 21% gain for ILX, Acura's gateway model.

- RDX set a new May record, its 11th out of the last 12 months, gaining 15.1% on sales of 5,415 units to further cement its status as #1 retail sales leader in segment and #3 model in all of luxury.
- The refreshed ILX, which plays a critical role in conquering buyers new to the Acura brand, gained a robust 21.1% on sales of 1,351 vehicles in May.
- MDX showed a solid increase of 8% for the month on sales of 4,425 units.

Model Notes



Acura is showing strength this year with 7% retail growth, while major competitors are stuck in neutral or showing losses in retail sales.



The all-new **RDX** is completing its first year on the market with all-time record sales and now stands as the retail #1 model in luxury's largest segment and #3 model in all of luxury.