

Record Truck and Robust Car Sales Drive Solid July Gains for American Honda

- Record Honda truck sales plus strong Acura performance push American Honda trucks to best-ever July
- Honda Civic continues stellar performance with 11% July sales increase
- Honda CR-V sales top 33,000, as Ridgeline and Passport team to push Honda trucks to new July record
- Acura ILX continues to demonstrate segment retail sales leadership with 40% jump
- Acura RDX and MDX combine for nearly 10,000 units; MDX gains 9% in best month of 2019

American Honda			 HONDA			 ACURA		
Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
141,296	62,796	78,500	128,537	59,759	68,778	12,759	3,037	9,722
+1.9%	+1.8%	+2.1%	+2.5%	+1.9%	+3.1%	-3.7%	-1.1%	-4.5%



“Despite industry headwinds, our strategic approach to the market continues to pay dividends for both the Honda and Acura brands,” said Henio Arcangeli, Jr., senior vice president of Automobile Sales at American Honda Motor Co. “Honda strengthened its position as the #1 retail passenger car brand in America in July, even as we grow our SUV sales. Additionally, Acura maintained strong SUV sales and segment-leading performance from our gateway models which are key to bringing young buyers into the brand.”



BRAND REPORT

Sales Highlights

Honda trucks set a new July record, gaining 3.1% from strong performances across the lineup. Honda cars also delivered in July, with Civic gaining in double-digits, Accord topping 24,000 units and electrified models exceeding 5,000 sales.

- Civic sustained strong momentum, up 10.9% on sales of 29,167 units.
- Despite somewhat tight supply, CR-V continued to lead Honda brand sales with 33,656 vehicles delivered in July.
- Ridgeline jumped 10.5% on sales of 2,749 vehicles.
- Pilot remained strong with 11,874 deliveries and Passport notched 3,511 sales, even as several new competitors enter the market.

Model Notes



Honda is the retail #1 passenger car brand in America through the first half of 2019, gaining the most share of any mainstream brand and actually growing its lead.



Kelley Blue Book has named Honda the **Most Awarded Brand of 2019** for its decades-long delivery of strong resale value and reliability.



BRAND REPORT

Sales Highlights

ILX continued to play a key role as the gateway to the Acura lineup, increasing sales for the 10th straight month, while RDX and MDX approached 10,000 sales and RDX maintained its position as 3rd best retail-selling vehicle in all of luxury.

- Sales of the ILX sport sedan jumped 40% in July, increasing sales in an otherwise declining segment.
- MDX gained 9% on sales of 4,788 units for the month, helping Acura’s flagship SUV stay on pace for an 8th straight year of 50,000 in sales.
- RDX continues to lead the compact luxury SUV segment in retail sales through July, logging 4,934 deliveries for the month.

Model Notes



MDX is on its way to an eighth straight year with sales topping 50K and remains the #1 3-row luxury SUV of all-time.



ILX is the fastest growing vehicle in its class and with 27.8% growth this year has taken over as retail #1 compact luxury sedan.