



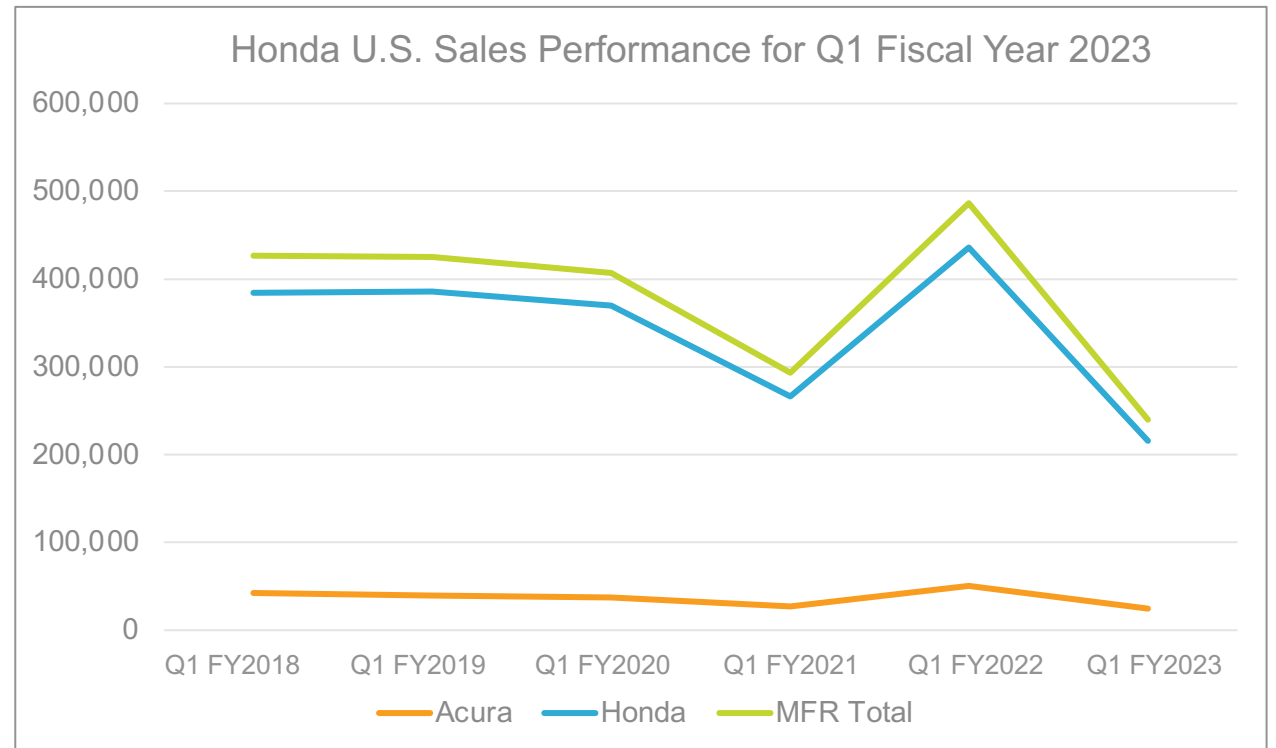
# **American Honda Motor Company: U.S. Market Performance for First Quarter Fiscal Year 2023**

COX AUTOMOTIVE

# Honda U.S. Sales Performance for First Quarter FY2023



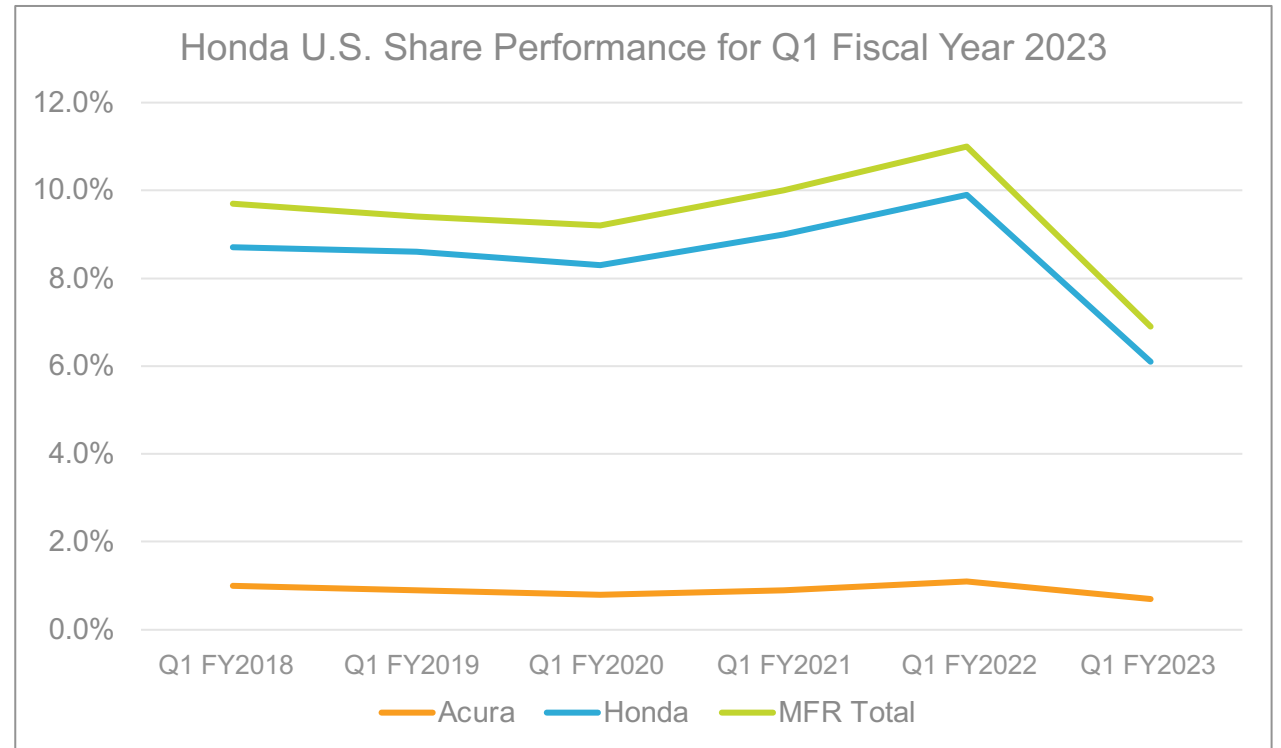
	<b>Acura</b>	<b>Honda</b>	<b>MFR Total</b>
<b>Q1 FY2018</b>	42,109	384,484	426,593
<b>Q1 FY2019</b>	39,239	386,094	425,333
<b>Q1 FY2020</b>	37,382	369,826	407,208
<b>Q1 FY2021</b>	27,458	266,044	293,502
<b>Q1 FY2022</b>	50,496	435,923	486,419
<b>Q1 FY2023</b>	24,624	215,615	239,789
<b>Year-over-Year Change</b>	-51.2%	-50.6%	-50.7%



# Honda U.S. Share Performance for First Quarter FY2023



	<b>Acura</b>	<b>Honda</b>	<b>MFR Total</b>
<b>Q1 FY2018</b>	1.0%	8.7%	9.7%
<b>Q1 FY2019</b>	0.9%	8.6%	9.4%
<b>Q1 FY2020</b>	0.8%	8.3%	9.2%
<b>Q1 FY2021</b>	0.9%	9.0%	10.0%
<b>Q1 FY2022</b>	1.1%	9.9%	11.0%
<b>Q1 FY2023</b>	0.7%	6.1%	6.9%
<b>Point Change</b>	-0.4%	-3.7%	-4.2%



# Highlights of Honda and Acura's U.S. Sales by Model for First Quarter FY2023



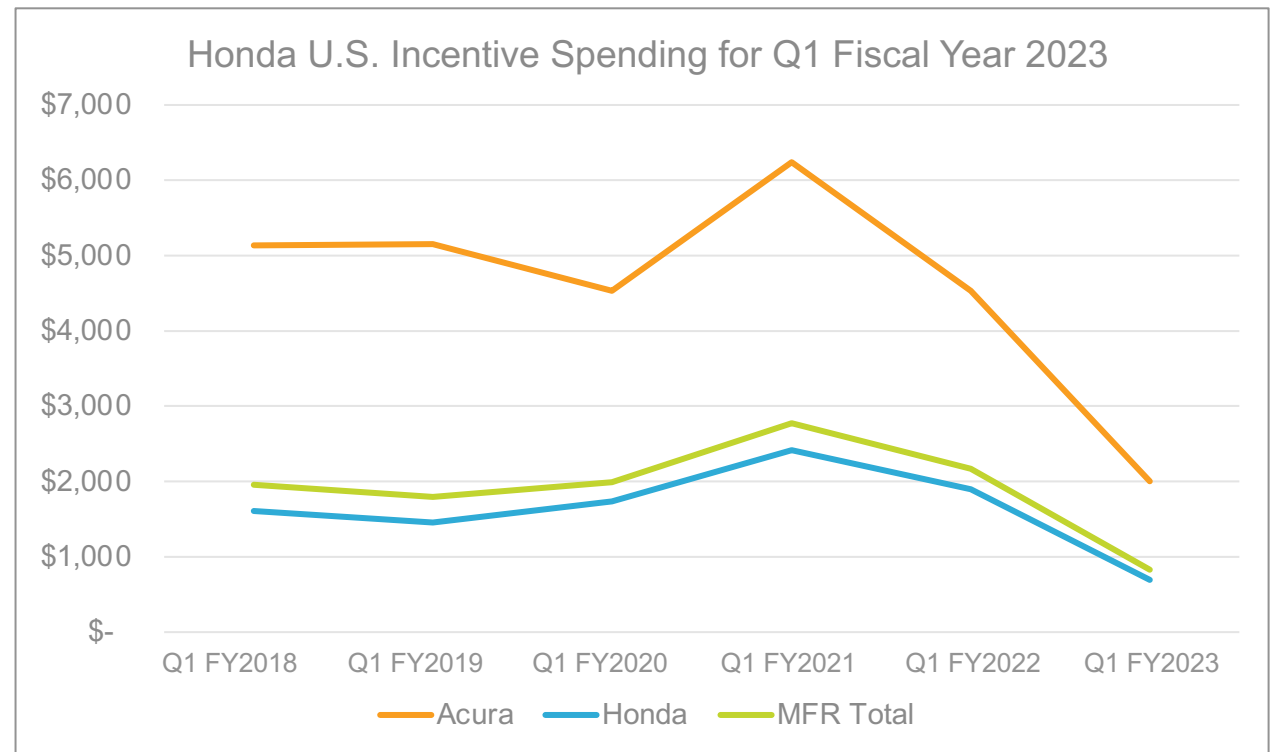
	Q1 FY2023 Sales	Year-over-Year Change
<b>Honda CR-V</b>	58,023	-51.4%
<b>Honda Accord</b>	38,383	-43.7%
<b>Honda Civic</b>	31,820	-67.2%
<b>Honda HR-V</b>	30,848	-27.0%
<b>Honda Pilot</b>	22,446	-50.2%
<b>Honda Ridgeline</b>	10,608	-10.1%

	Q1 FY2023 Sales	Year-over-Year Change
<b>Acura MDX</b>	10,052	-49.2%
<b>Acura RDX</b>	6,361	-60.4%
<b>Acura TLX</b>	4,131	-55.4%
<b>Acura Integra</b>	1,496	-

# Honda U.S. Incentive Spending for First Quarter FY2023



	<b>Acura</b>	<b>Honda</b>	<b>MFR Total</b>
<b>Q1 FY2018</b>	\$5,134	\$1,609	\$1,957
<b>Q1 FY2019</b>	\$5,154	\$1,451	\$1,793
<b>Q1 FY2020</b>	\$4,534	\$1,734	\$1,991
<b>Q1 FY2021</b>	\$6,240	\$2,416	\$2,774
<b>Q1 FY2022</b>	\$4,528	\$1,897	\$2,170
<b>Q1 FY2023</b>	\$2,001	\$693	\$828
<b>Year-over-Year Change</b>	-55.8%	-63.5%	-61.8%



# Honda Brand U.S. Average Transaction Prices for First Quarter FY2023



	<b>Q1 FY 2023 Average Transaction Price</b>	<b>Year-over-Year Change</b>
<b>CR-V</b>	\$36,521	15.9%
<b>Accord</b>	\$34,824	14.5%
<b>Civic</b>	\$28,816	17.6%
<b>HR-V</b>	\$28,095	10.1%
<b>Pilot</b>	\$46,305	12.1%
<b>Ridgeline</b>	\$46,720	12.6%

# Acura Brand U.S. Average Transaction Prices for First Quarter FY2023



	<b>Q1 FY 2023 Average Transaction Price</b>	<b>Year-over-Year Change</b>
<b>MDX</b>	\$63,897	24.0%
<b>RDX</b>	\$50,353	16.3%
<b>TLX</b>	\$49,271	14.0%
<b>Integra</b>	-	-