

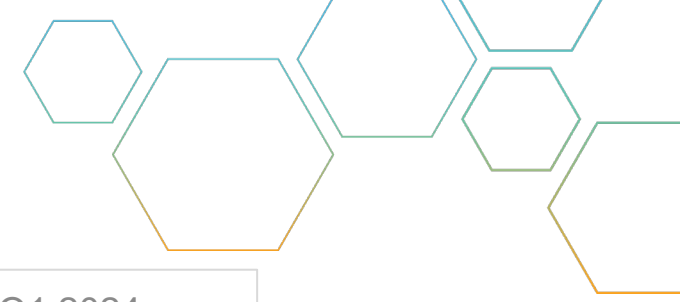


# **HONDA MOTOR COMPANY: U.S. MARKET PERFORMANCE FOR FIRST QUARTER FY2024 (April – June)**

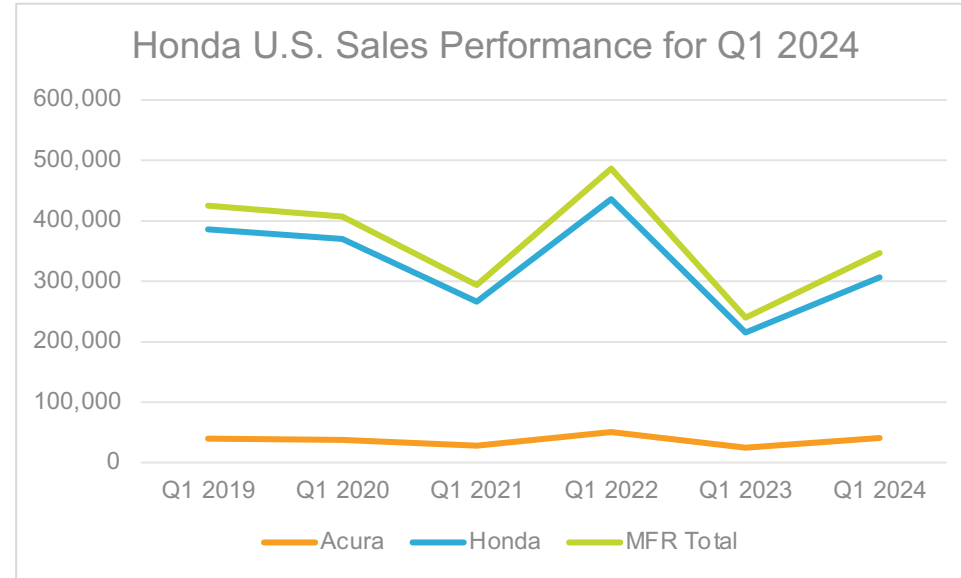


COX AUTOMOTIVE

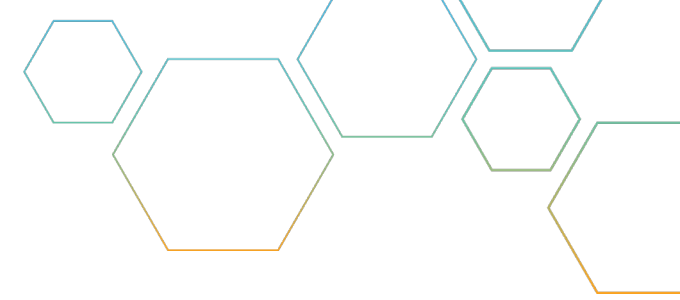
# HONDA MOTOR U.S. SALES PERFORMANCE FOR FIRST QUARTER FY2024



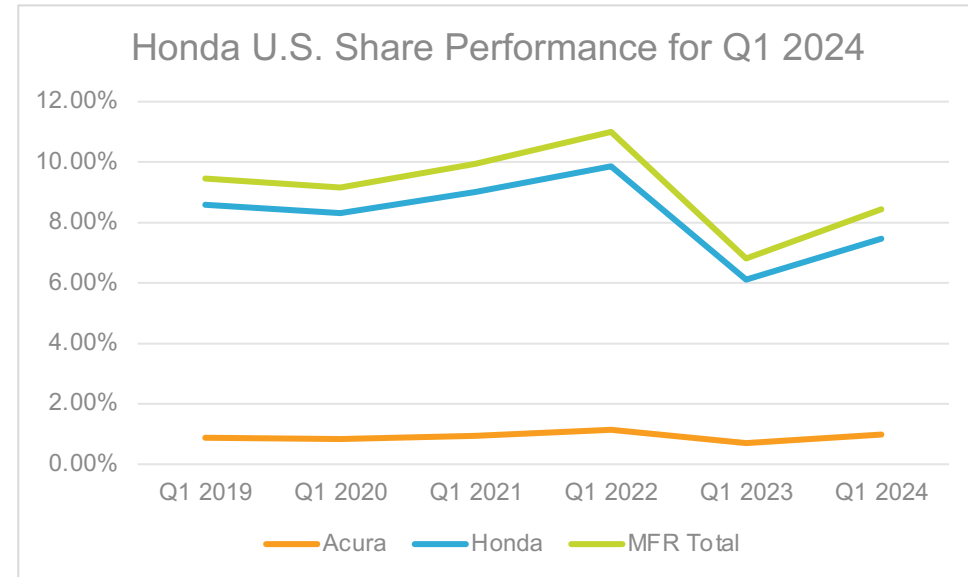
	Acura	Honda	MFR Total
<b>Q1 2019</b>	39,239	386,094	425,333
<b>Q1 2020</b>	37,382	369,826	407,208
<b>Q1 2021</b>	27,458	266,044	293,502
<b>Q1 2022</b>	50,496	435,923	486,419
<b>Q1 2023</b>	24,624	215,165	239,789
<b>Q1 2024</b>	40,177	306,848	347,025
<b>YOY Change</b>	63%	43%	45%



# HONDA MOTOR U.S. SHARE PERFORMANCE FOR FIRST QUARTER FY2024



	Acura	Honda	MFR Total
<b>Q1 2019</b>	0.87%	8.58%	9.45%
<b>Q1 2020</b>	0.84%	8.32%	9.16%
<b>Q1 2021</b>	0.93%	9.02%	9.95%
<b>Q1 2022</b>	1.14%	9.86%	11.00%
<b>Q1 2023</b>	0.70%	6.11%	6.81%
<b>Q1 2024</b>	0.98%	7.46%	8.43%
<b>Point Change</b>	0.28%	1.35%	1.63%



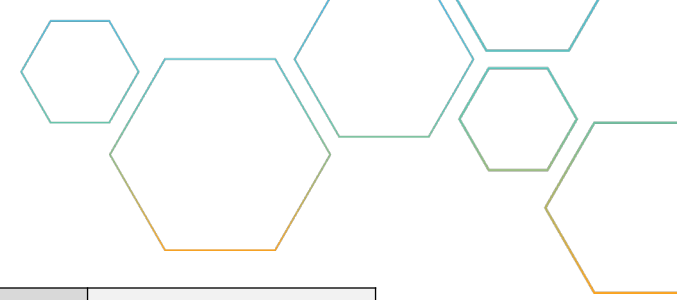
# HIGHLIGHTS OF HONDA BRAND U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER FY2024



	Q1 Sales	YOY Change
<b>CR-V</b>	96,456	66%
<b>Accord</b>	57,039	49%
<b>Civic</b>	48,406	52%
<b>HR-V</b>	27,406	-11%
<b>Pilot</b>	31,079	39%
<b>Ridgeline</b>	14,512	37%

	Q1 ATP	YOY Change
<b>CR-V</b>	\$37,444	3%
<b>Accord</b>	\$33,712	-3%
<b>Civic</b>	\$29,135	1%
<b>HR-V</b>	\$28,736	3%
<b>Pilot</b>	\$49,689	7%
<b>Ridgeline</b>	\$44,671	-4%

# HIGHLIGHTS OF ACURA BRAND U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER 2024



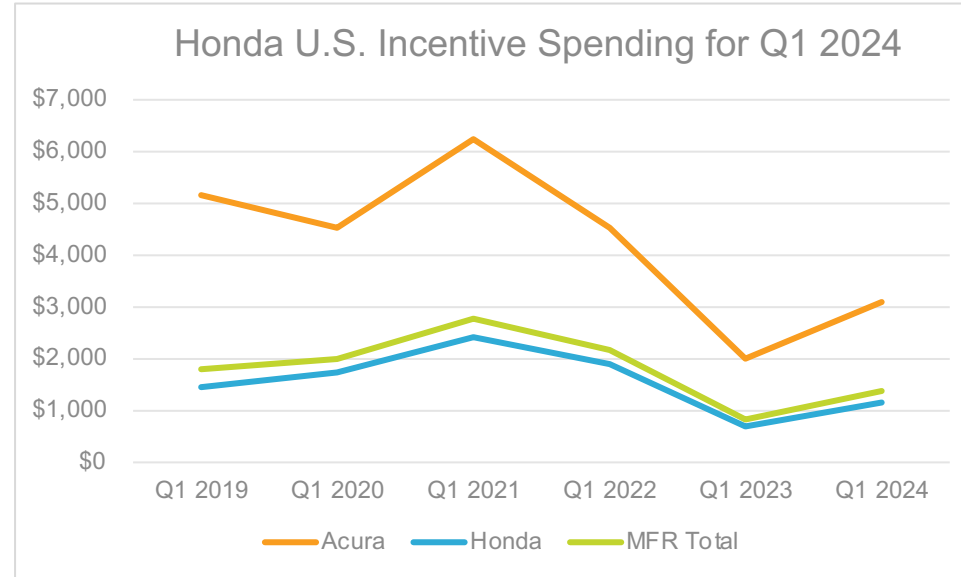
	Q1 Sales	YOY Change
<b>MDX</b>	16,741	67%
<b>RDX</b>	8,866	39%
<b>TLX</b>	5,762	40%
<b>Integra</b>	8,808	489%

	Q1 ATP	YOY Change
<b>MDX</b>	\$60,474	-5%
<b>RDX</b>	\$49,562	-2%
<b>TLX</b>	\$51,905	6%
<b>Integra</b>	\$36,473	-3%

# HONDA MOTOR U.S. INCENTIVE SPENDING FOR FIRST QUARTER FY2024



	Acura	Honda	MFR Total
<b>Q1 2019</b>	\$5,154	\$1,451	\$1,793
<b>Q1 2020</b>	\$4,534	\$1,734	\$1,991
<b>Q1 2021</b>	\$6,240	\$2,417	\$2,774
<b>Q1 2022</b>	\$4,528	\$1,897	\$2,170
<b>Q1 2023</b>	\$2,002	\$694	\$828
<b>Q1 2024</b>	\$3,098	\$1,158	\$1,383
<b>YOY Change</b>	55%	67%	67%



# HONDA MOTOR U.S. AVERAGE TRANSACTION PRICES FOR FIRST QUARTER FY2024



	Acura	Honda	MFR Total
<b>Q1 2019</b>	\$39,522	\$27,770	\$28,854
<b>Q1 2020</b>	\$40,034	\$27,970	\$29,078
<b>Q1 2021</b>	\$39,982	\$28,677	\$29,735
<b>Q1 2022</b>	\$45,104	\$31,133	\$32,583
<b>Q1 2023</b>	\$53,629	\$36,031	\$37,838
<b>Q1 2024</b>	\$51,575	\$37,087	\$38,765
<b>YOY Change</b>	-4%	3%	2%

