

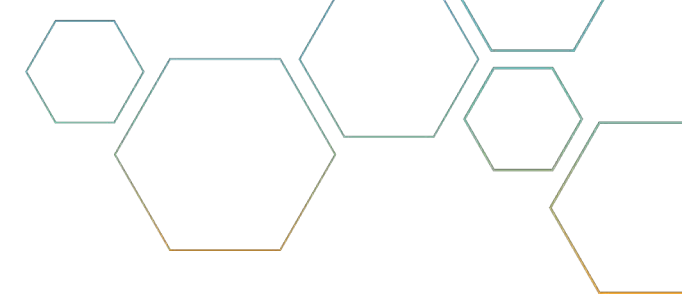


**HONDA MOTOR CORP.:  
U.S. MARKET PERFORMANCE FOR  
SECOND QUARTER FY2024  
(July-September)**

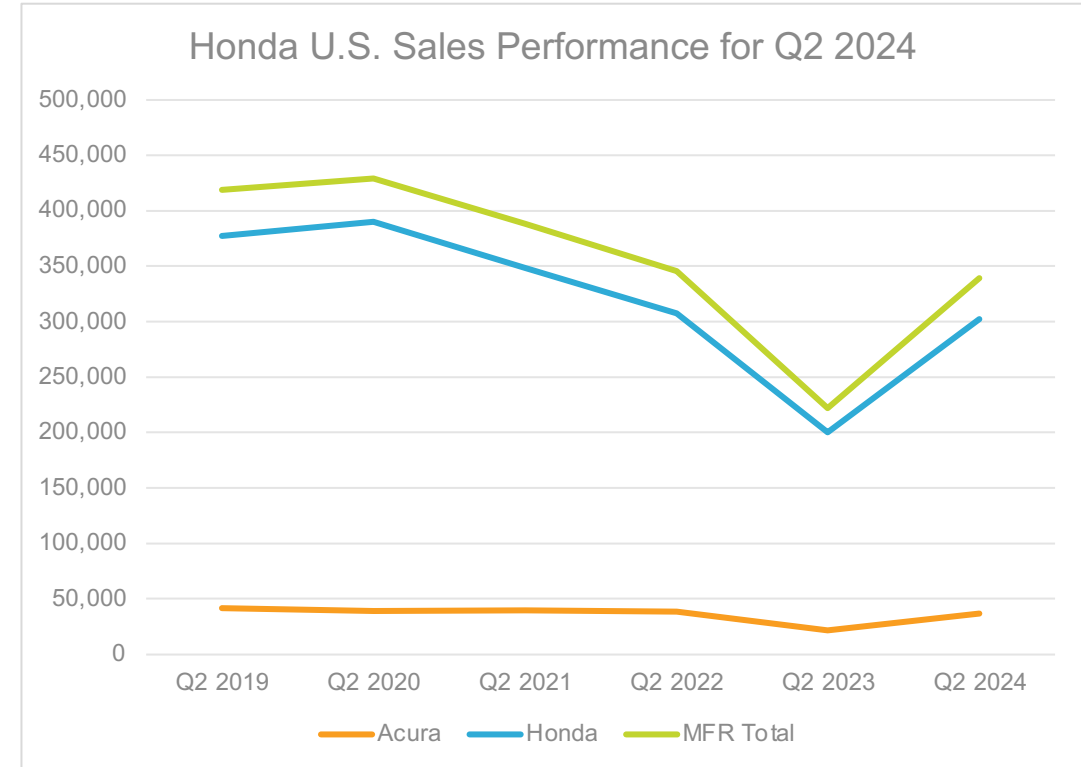


COX AUTOMOTIVE

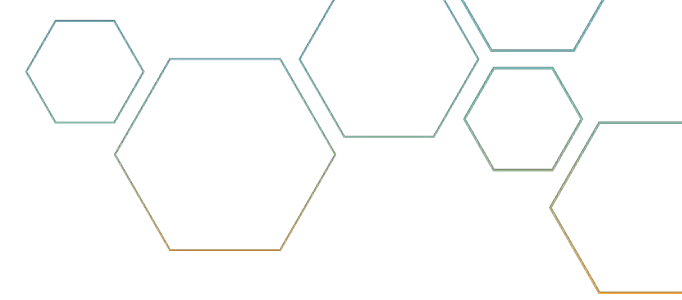
# HONDA MOTOR U.S. SALES PERFORMANCE FOR SECOND QUARTER FY2024



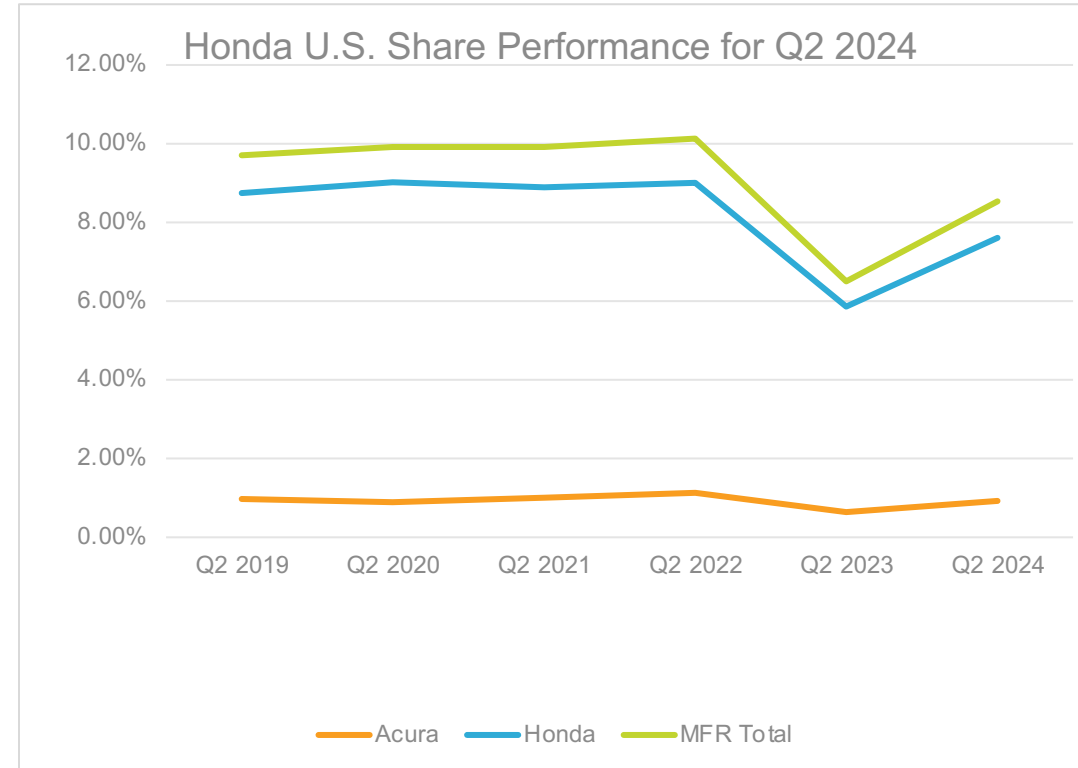
	Acura	Honda	MFR Total
Q2 2019	41,830	377,343	419,173
Q2 2020	39,046	390,168	429,214
Q2 2021	39,664	348,769	388,433
Q2 2022	38,555	307,359	345,914
Q2 2023	21,792	200,258	222,050
Q2 2024	36,893	302,250	339,143
YOY Change	69%	51%	53%



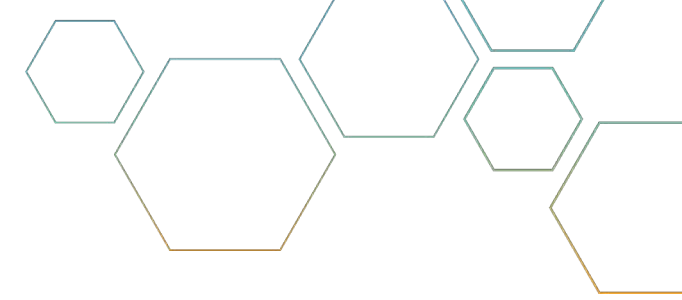
# HONDA MOTOR U.S. SHARE PERFORMANCE FOR SECOND QUARTER FY2024



	Acura	Honda	MFR Total
<b>Q2 2019</b>	0.97%	8.74%	9.71%
<b>Q2 2020</b>	0.90%	9.02%	9.92%
<b>Q2 2021</b>	1.01%	8.90%	9.91%
<b>Q2 2022</b>	1.13%	9.00%	10.13%
<b>Q2 2023</b>	0.64%	5.86%	6.50%
<b>Q2 2024</b>	0.93%	7.60%	8.53%
<b>Point Change</b>	0.29%	1.75%	2.04%



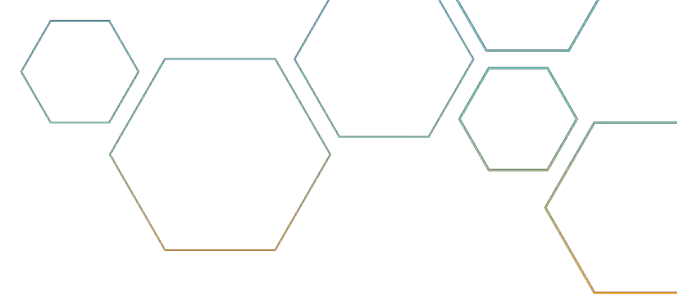
# HIGHLIGHTS OF HONDA BRAND U.S. SALES AND PRICES BY MODEL FOR SECOND QUARTER FY2024



	Q2 Sales	YOY Change
<b>CR-V</b>	98,654	59%
<b>Accord</b>	52,357	74%
<b>Civic</b>	52,927	104%
<b>HR-V</b>	33,124	70%
<b>Pilot</b>	26,614	-3%
<b>Ridgeline</b>	12,138	-3%

	Q2 ATP	YOY Change
<b>CR-V</b>	\$37,680	3%
<b>Accord</b>	\$33,520	-3%
<b>Civic</b>	\$28,987	-1%
<b>HR-V</b>	\$29,444	-3%
<b>Pilot</b>	\$49,729	8%
<b>Ridgeline</b>	\$44,344	-5%
<b>Honda brand overall</b>	\$36,542	-3%

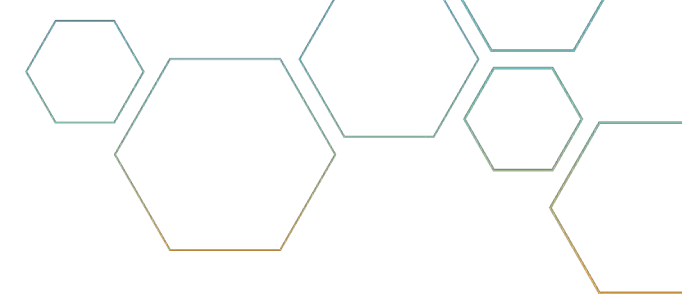
# HIGHLIGHTS OF ACURA BRAND U.S. SALES AND PRICES BY MODEL FOR SECOND QUARTER 2024



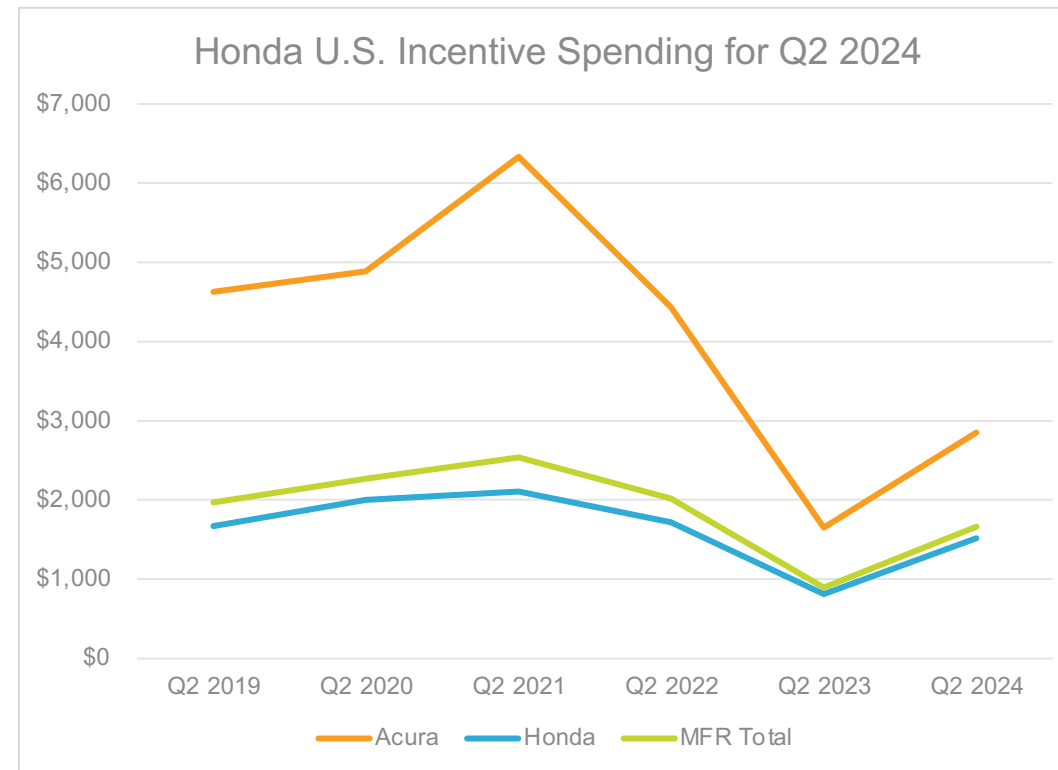
	Q2 Sales	YOY Change
<b>MDX</b>	12,955	35%
<b>RDX</b>	11,527	110%
<b>TLX</b>	4,091	101%
<b>Integra</b>	8,320	83%

	Q2 ATP	YOY Change
<b>MDX</b>	\$60,852	-3%
<b>RDX</b>	\$49,347	-3%
<b>TLX</b>	\$51,567	5%
<b>Integra</b>	\$39,484	4%
<b>Acura brand overall</b>	\$51,409	-4%

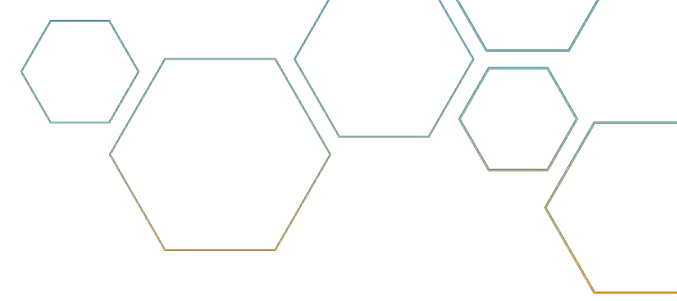
# HONDA MOTOR U.S. INCENTIVE SPENDING FOR SECOND QUARTER FY2024



	Acura	Honda	MFR Total
<b>Q2 2019</b>	\$4,631	\$1,674	\$1,969
<b>Q2 2020</b>	\$4,888	\$2,007	\$2,269
<b>Q2 2021</b>	\$6,334	\$2,109	\$2,540
<b>Q2 2022</b>	\$4,434	\$1,720	\$2,022
<b>Q2 2023</b>	\$1,651	\$814	\$896
<b>Q2 2024</b>	\$2,853	\$1,521	\$1,666
<b>YOY Change</b>	73%	87%	86%



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



	Acura	Honda	MFR Total
<b>Q2 2019</b>	\$42,404	\$28,328	\$29,732
<b>Q2 2020</b>	\$40,019	\$27,833	\$28,942
<b>Q2 2021</b>	\$40,084	\$29,114	\$30,234
<b>Q2 2022</b>	\$47,274	\$32,970	\$34,564
<b>Q2 2023</b>	\$53,748	\$37,656	\$39,235
<b>Q2 2024</b>	\$51,409	\$36,542	\$38,159
<b>YOY Change</b>	-4%	-3%	-3%

