

**HONDA MOTOR CORP.:
U.S. MARKET PERFORMANCE FOR
THIRD QUARTER FY2024
(October-December)**

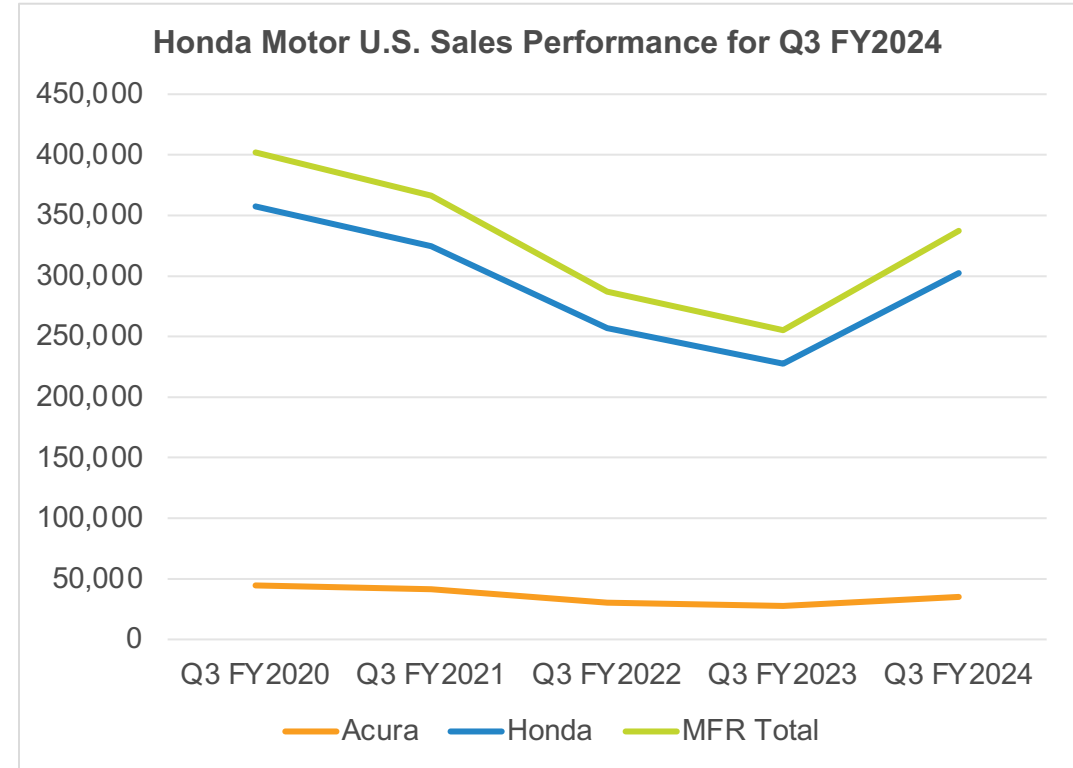


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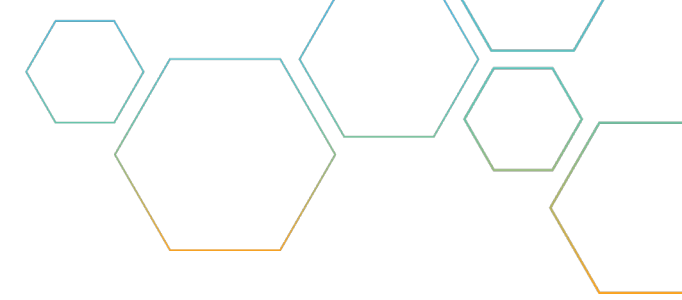
HONDA MOTOR U.S. SALES PERFORMANCE FOR THIRD QUARTER FY2024



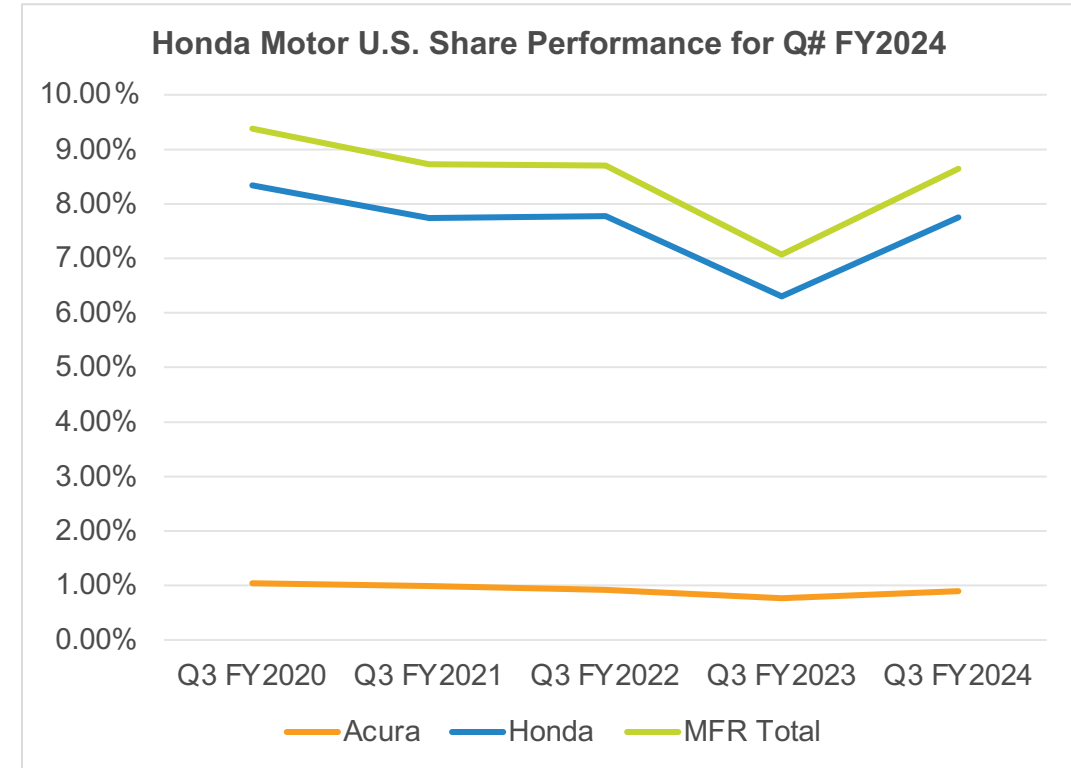
	Acura	Honda	MFR Total
Q3 FY2020	44,572	357,389	401,961
Q3 FY2021	41,329	324,739	366,068
Q3 FY2022	30,469	256,737	287,206
Q3 FY2023	27,654	227,596	255,250
Q3 FY2024	35,120	302,391	337,511
YOY Change	27.0%	32.9%	32.2%



HONDA MOTOR U.S. SHARE PERFORMANCE FOR THIRD QUARTER FY2024



	Acura	Honda	MFR Total
Q3 FY2020	1.04%	8.34%	9.38%
Q3 FY2021	0.99%	7.74%	8.73%
Q3 FY2022	0.92%	7.77%	8.70%
Q3 FY2023	0.77%	6.30%	7.07%
Q3 FY2024	0.90%	7.75%	8.65%
Point Change	0.13	1.45	1.58



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



	Q3 Sales	YOY Change
CR-V	99,106	66.7%
Civic	53,500	42.1%
Accord	45,745	3.6%
HR-V	35,172	53.9%
Pilot	27,901	8.9%
Odyssey	18,379	10.6%
Ridgeline	12,433	19.0%
Passport	10,155	-5.0%

	Q3 ATP	YOY Change
CR-V	\$37,962	3.8%
Civic	\$29,056	-0.6%
Accord	\$33,408	0.6%
HR-V	\$29,573	-0.9%
Pilot	\$49,432	9.8%
Odyssey	\$45,054	-3.9%
Ridgeline	\$44,107	-4.3%
Passport	\$44,502	-0.6%
Nissan Brand Total	\$36,683	0.3%

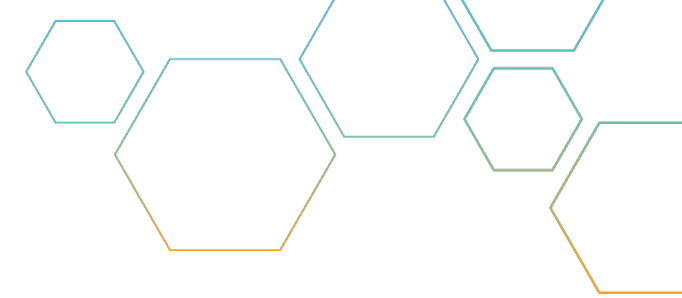
HIGHLIGHTS OF ACURA BRAND U.S. SALES AND PRICES BY MODEL FOR THIRD QUARTER 2024



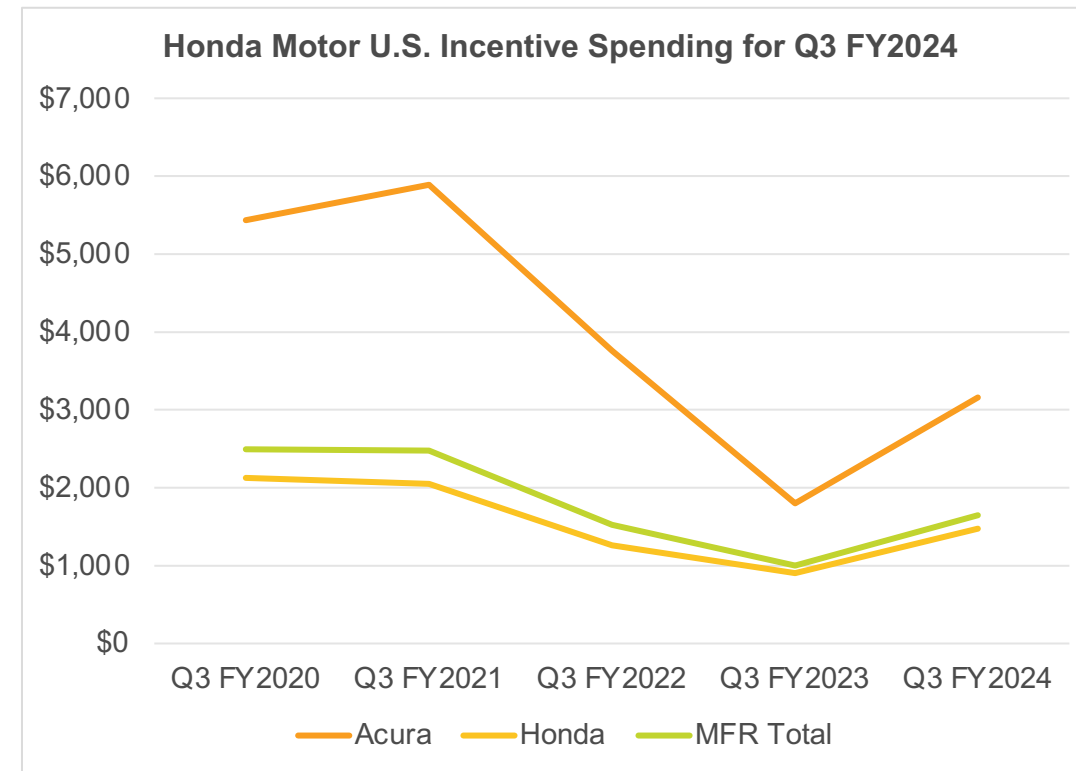
	Q3 Sales	YOY Change
MDX	12,680	-4.0%
RDX	12,026	139.9%
Integra	7,256	3.8%
TLX	3,158	34.2%

	Q3 ATP	YOY Change
MDX	\$60,306	-2.3%
RDX	\$49,001	-0.2%
TLX	\$49,978	2.5%
Integra	\$39,200	6.2%
Acura brand overall	\$51,146	-2.6%

HONDA MOTOR U.S. INCENTIVE SPENDING FOR THIRD QUARTER FY2024



	Acura	Honda	MFR Total
Q3 FY2020	\$5,438	\$2,126	\$2,494
Q3 FY2021	\$5,890	\$2,047	\$2,481
Q3 FY2022	\$3,761	\$1,261	\$1,526
Q3 FY2023	\$1,799	\$904	\$1,001
Q3 FY2024	\$3,156	\$1,471	\$1,646
YOY Change	75.4%	62.8%	64.5%



HONDA MOTOR U.S. AVERAGE TRANSACTION PRICES FOR THIRD QUARTER FY2024



	Acura	Honda	MFR Total
Q3 FY2020	\$39,950	\$27,940	\$29,272
Q3 FY2021	\$40,083	\$29,546	\$30,736
Q3 FY2022	\$50,806	\$33,979	\$35,764
Q3 FY2023	\$52,529	\$36,561	\$38,291
Q3 FY2024	\$51,146	\$36,683	\$38,188
YOY Change	-2.6%	0.3%	-0.3%

