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COMUNICADO DE PRENSA

American Honda mantiene el impulso de las ventas en abril con sólidos resultados

- *Un inventario más sólido de modelos nuevos y actualizados ayuda a American Honda a registrar ganancias de ventas de dos dígitos para llegar a 116,000 unidades en abril.*

8 de mayo de 2023.- Honda supera las 102,000 unidades en abril, casi un 25% más que en el mismo mes del año pasado, con fuertes ventas en toda la línea, siendo los modelos eléctricos quienes batan un récord mensual de ventas con CR-V y Accord híbridos-eléctricos cerca del 60% del mix de ventas.



La completamente nueva CR-V supera las 30,000 unidades por segundo mes consecutivo, con ventas de 18,264 unidades para el modelo híbrido, mientras que, las SUV se mantienen sólidas con Pilot (9,949 unidades) y HR-V (8,970 unidades) en alta demanda; Odyssey (7,314) casi duplica las ventas en comparación con abril de 2022.

El compromiso continuo de Honda con el segmento de los sedanes rinde frutos: las ventas combinadas de Civic y Accord alcanzan las 35,614 unidades.

El nuevo Accord alcanza las 19,297 unidades en abril, con un récord de ventas de modelos híbridos (11,228 unidades) y las ventas del Civic superan las 16,000 unidades.

	American Honda			Honda		
	<u>Total</u>	<u>Autos</u>	<u>Camionetas</u>	<u>Total</u>	<u>Autos</u>	<u>Camionetas</u>
April	116,082	40,584	75,498	102,781	35,614	67,167
	+24.5%	+15.5%	+29.9%	+24.9%	+12.2%	+32.9%

American Honda Vehicle Sales for April 2023								
	Month-to-Date				Year-to-Date			
	April 2023	April 2022	DSR** % Change	MoM % Change	April 2023	April 2022	DSR** % Change	YoY % Change
American Honda Total	116,082	93,250	29.3%	24.5%	400,589	359,668	12.5%	11.4%
Total Car Sales	40,584	35,125	20.0%	15.5%	140,371	124,498	13.9%	12.7%
Total Truck Sales	75,498	58,125	34.9%	29.9%	260,218	235,170	11.7%	10.7%
Honda Total Car Sales	35,614	31,737	16.5%	12.2%	123,968	114,310	9.5%	8.4%
Honda Total Truck Sales	67,167	50,533	38.0%	32.9%	229,855	206,142	12.6%	11.5%
Acura Total Car Sales	4,970	3,388	52.3%	46.7%	16,403	10,188	62.6%	61.0%
Acura Total Truck Sales	8,331	7,592	14.0%	9.7%	30,363	29,028	5.6%	4.6%
* Total Domestic Car Sales	40,358	35,040	19.6%	15.2%	139,586	122,338	15.2%	14.1%
Honda Division	35,388	31,653	16.1%	11.8%	123,183	112,153	10.9%	9.8%
Acura Division	4,970	3,387	52.4%	46.7%	16,403	10,185	62.6%	61.1%
* Total Domestic Truck Sales	75,498	58,125	34.9%	29.9%	260,218	235,170	11.7%	10.7%
Honda Division	67,167	50,533	38.0%	32.9%	229,855	206,142	12.6%	11.5%
Acura Division	8,331	7,592	14.0%	9.7%	30,363	29,028	5.6%	4.6%
Total Import Car Sales	226	85	176.1%	165.9%	785	2,160	-63.3%	-63.7%
Honda Division	226	84	179.4%	169.0%	785	2,157	-63.2%	-63.6%
Acura Division	0	1	-100.0%	-100.0%	0	3	-100.0%	-100.0%
Total Import Truck Sales	0	0	0.0%	0.0%	0	0	0.0%	0.0%
Honda Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
Acura Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
MODEL BREAKOUT BY DIVISION								
Honda Division Total	102,781	82,270	29.7%	24.9%	353,823	320,452	11.5%	10.4%
ACCORD	19,297	16,788	19.4%	14.9%	62,103	58,827	6.6%	5.6%
CIVIC	16,317	14,040	20.7%	16.2%	61,865	52,555	18.9%	17.7%
CLARITY	0	48	-100.0%	-100.0%	0	202	-100.0%	-100.0%
INSIGHT	0	861	-100.0%	-100.0%	0	2,726	-100.0%	-100.0%
CR-V	31,776	18,000	83.3%	76.5%	99,017	76,579	30.6%	29.3%
HR-V	8,970	13,785	-32.4%	-34.9%	35,474	55,953	-36.0%	-36.6%
ODYSSEY	7,314	3,704	105.1%	97.5%	27,216	14,914	84.3%	82.5%
PASSPORT	4,255	3,410	29.6%	24.8%	15,674	13,884	14.0%	12.9%
PILOT	9,949	7,994	29.2%	24.5%	34,653	31,983	9.4%	8.3%
RIDGELINE	4,903	3,640	39.9%	34.7%	17,821	12,829	40.3%	38.9%
Acura Division Total	13,301	10,980	25.8%	21.1%	46,766	39,216	20.4%	19.3%
ILX	0	1,445	-100.0%	-100.0%	2	5,206	-100.0%	-100.0%
INTEGRA	3,394	0	0.0%	0.0%	11,100	0	0.0%	0.0%
NSX	0	21	-100.0%	-100.0%	5	67	-92.5%	-92.5%
RLX / RL	0	1	-100.0%	-100.0%	0	3	-100.0%	-100.0%
TLX	1,576	1,921	-14.8%	-18.0%	5,296	4,912	8.9%	7.8%
MDX	5,758	4,735	26.3%	21.6%	20,981	18,293	15.8%	14.7%
RDX	2,573	2,857	-6.5%	-9.9%	9,382	10,735	-11.7%	-12.6%
Selling Days	26	27			101	102		
**** Electrified Vehicles	29,492	10,058	204.5%	193.2%	78,834	35,419	124.8%	122.6%

* Honda and Acura vehicles are made of domestic & global sourced parts

** Daily Selling Rate

**** Electrified Vehicles equal: Total sales of Hybrid (FHEV & PHEV), EVs (BEV) and Fuel Cell Vehicles (FCV) from the Honda and Acura brands.