



American Honda Reports Record Sales in June
Fuel-efficient Fit sets all-time record; Civic and Acura TSX set June records

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PR Newswire

TORRANCE, Calif., July 1 /PRNewswire/ -- American Honda Motor Co., Inc., today announced total June sales of 142,539, up 13.8 percent on a daily-selling-rate basis(1), setting a new record for the month. Reflecting a shifting automotive marketplace, total car sales set a new June record for the first time since 1990 at 97,639, up 34.2 percent versus last year. Year-to-date American Honda sales are up 4.8 percent to 798,358.

"Staying true to our core values is allowing Honda to weather the storm of rising gas prices and help consumers find shelter in our products," said Dick Colliver, executive vice president of American Honda. "Our factories are doing everything they can to produce the fuel-efficient models consumers are desperately in need of."

Honda Division sales rose 17.9 percent over last year to a new June record of 130,083, driven by record car sales which increased 41.4 percent to 89,947. The fuel-efficient Fit posted its best month ever with sales of 10,003, up 100.5 percent, while Civic hit a new June record, up 23.1 percent to 39,967, and Accord rose 54.5 percent to 39,704. Honda Division light-truck sales of 40,136 reflect a decrease of 14.2 percent. Honda Division sales are up 7.4 percent to 720,444, year-to-date.

Acura Division sales totaled 12,456. Sales of the completely redesigned 2009 TSX sports sedan increased 27.5 percent and set a new June record of 3,869.

(1) All percentages in this release reflect the daily selling rate as calculated with 24 days for June 2008, versus 27 for 2007. Year to date, the daily selling rate is calculated with 153 days for 2008, versus 154 for 2007.

For more information about Honda vehicles, please visit <http://www.honda.com>. For media inquiries, please go to <http://www.hondanews.com>. For more information about Acura vehicles, please visit <http://www.acura.com>. For media inquiries, please go to <http://www.acuranews.com>.

American Honda Vehicle Sales For June 2008

	Month-to-Date			Year-to-Date		
	June 2008	June 2007	DSR** % Chg.	June 2008	June 2007	DSR** % Chg.
American Honda Total	142,539	140,935	13.8%	798,358	766,929	4.8%
Total Car Sales	97,639	81,827	34.2%	496,359	434,560	15.0%
Total Truck Sales	44,900	59,108	-14.5%	301,999	332,369	-8.5%
Honda Total Car Sales	89,947	71,564	41.4%	452,335	382,330	19.1%
Honda Total Truck Sales	40,136	52,605	-14.2%	268,109	293,059	-7.9%
Acura Total Car Sales	7,692	10,263	-15.7%	44,024	52,230	-15.2%
Acura Total Truck Sales	4,764	6,503	-17.6%	33,890	39,310	-13.2%
Domestic Car Sales *	71,463	67,179	19.7%	369,256	350,295	6.1%
Honda Division	68,009	60,958	25.5%	345,575	319,260	8.9%
Acura Division	3,454	6,221	-37.5%	23,681	31,035	-23.2%
Domestic Truck Sales *	36,849	42,127	-1.6%	233,870	234,619	0.3%
Honda Division	32,085	35,624	1.3%	199,980	195,309	3.1%
Acura Division	4,764	6,503	-17.6%	33,890	39,310	-13.2%
Import Car Sales	26,176	14,648	101.0%	127,103	84,265	51.8%
Honda Division	21,938	10,606	132.7%	106,760	63,070	70.4%
Acura Division	4,238	4,042	18.0%	20,343	21,195	-3.4%
Import Truck Sales	8,051	16,981	-46.7%	68,129	97,750	-29.8%
Honda Division	8,051	16,981	-46.7%	68,129	97,750	-29.8%
MODEL BREAKOUTS BY DIVISION						
Honda Division Total	130,083	124,169	17.9%	720,444	675,389	7.4%
Fit	10,003	5,613	100.5%	39,787	23,769	68.5%
Accord *	39,704	28,915	54.5%	205,862	182,346	13.6%
Memo: Accord Hybrid	7	342	-97.7%	191	2,044	-90.6%
Civic *	39,967	36,512	23.1%	204,961	173,800	18.7%
Memo: Civic Hybrid	2,710	3,246	-6.1%	19,032	17,141	11.8%
S2000	273	514	-40.2%	1,719	2,402	-28.0%
Insight	0	0		0	3	

FCX	0	10		6	10	
Odyssey *	12,602	15,516	-8.6%	72,589	80,338	-9.1%
Pilot *	7,282	10,371	-21.0%	55,476	66,632	-16.2%
CR-V *	15,794	19,715	-9.9%	104,811	104,179	1.3%
Element *	2,211	3,163	-21.4%	15,834	19,891	-19.9%
Ridgeline	2,247	3,840	-34.2%	19,399	22,019	-11.3%
Acura Division Total	12,456	16,766	-16.4%	77,914	91,540	-14.3%
RSX	0	4		1	291	-99.7%
TL *	3,454	6,221	-37.5%	23,681	31,035	-23.2%
TSX	3,869	3,414	27.5%	17,683	17,421	2.2%
RL	369	624	-33.5%	2,659	3,482	-23.1%
MDX *	3,425	4,639	-16.9%	24,562	27,027	-8.5%
RDX *	1,339	1,864	-19.2%	9,328	12,283	-23.6%
Selling Days	24	27		153	154	

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

** Daily Selling Rate

SOURCE American Honda Motor Co., Inc.

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