

The background features a light blue gradient with abstract, overlapping geometric shapes. In the top-left and bottom-right corners, there are clusters of hexagons of various sizes and colors (teal, orange, green) arranged in a honeycomb-like pattern. The main title is positioned in the upper-left quadrant.

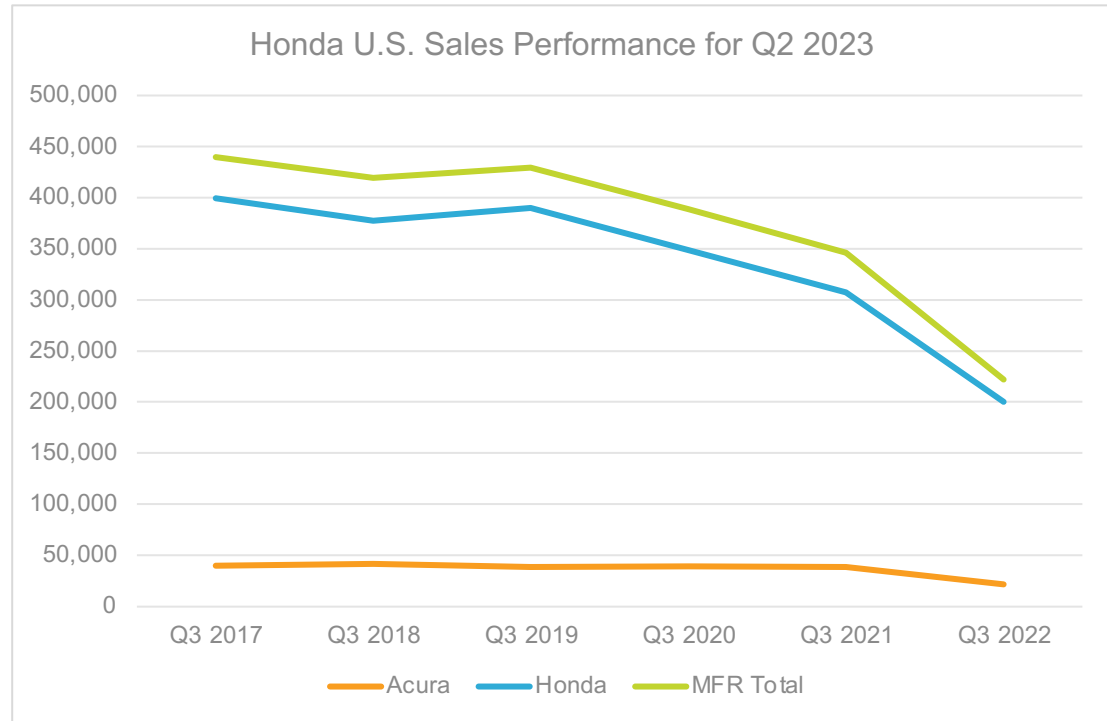
Honda: U.S. Market Performance for Second Quarter 2023

COX AUTOMOTIVE

Honda U.S. Sales Performance for Second Quarter 2023



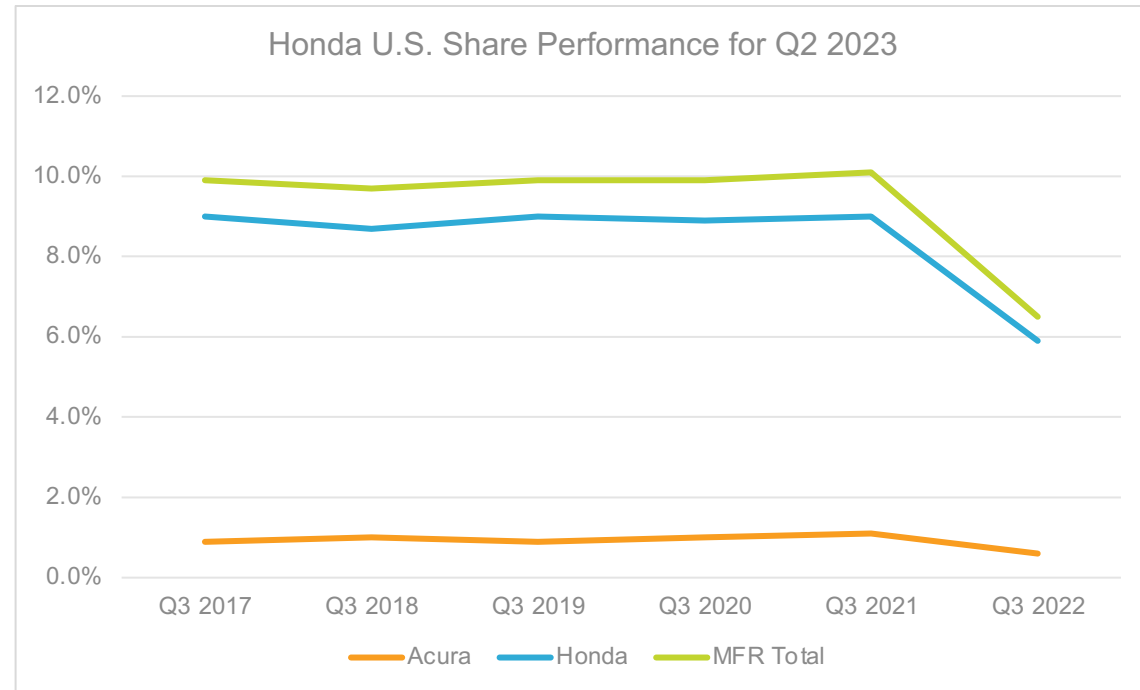
	Acura	Honda	MFR Total
Q3 2017	40,255	399,462	439,717
Q3 2018	41,830	377,343	419,173
Q3 2019	39,046	390,168	429,214
Q3 2020	39,664	348,769	388,433
Q3 2021	38,555	307,359	345,914
Q3 2022	21,792	200,257	222,049
YOY Change	-43.5%	-34.8%	-35.8%



Honda U.S. Share Performance for Second Quarter 2023



	Acura	Honda	MFR Total
Q3 2017	0.9%	9.0%	9.9%
Q3 2018	1.0%	8.7%	9.7%
Q3 2019	0.9%	9.0%	9.9%
Q3 2020	1.0%	8.9%	9.9%
Q3 2021	1.1%	9.0%	10.1%
Q3 2022	0.6%	5.9%	6.5%
Point Change	-0.5%	-3.1%	-3.6%



Highlights of Honda and Acura's U.S. Sales by Model for Second Quarter 2023



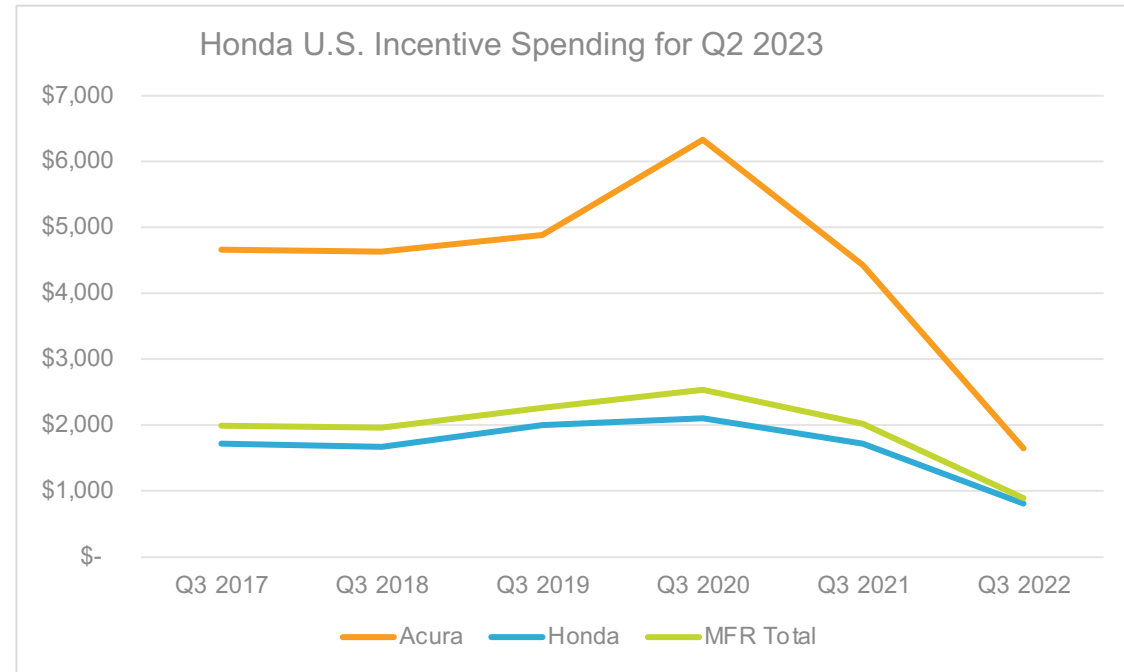
	Q2 Sales	YOY Change
CR-V	62,085	-19.3%
Accord	30,041	-30.6%
Civic	25,951	-59.2%
HR-V	19,539	-47.1%
Pilot	27,517	-27.8%
Ridgeline	12,515	92.5%

	Q2 Sales	YOY Change
MDX	9,604	-12.9%
RDX	5,497	-66.8%
TLX	2,032	-73.0%
Integra	4,542	-

Honda U.S. Incentive Spending for Second Quarter 2023



	Acura	Honda	MFR Total
Q3 2017	\$ 4,663	\$ 1,724	\$ 1,993
Q3 2018	\$ 4,631	\$ 1,674	\$ 1,969
Q3 2019	\$ 4,888	\$ 2,007	\$ 2,269
Q3 2020	\$ 6,334	\$ 2,108	\$ 2,540
Q3 2021	\$ 4,435	\$ 1,720	\$ 2,023
Q3 2022	\$ 1,650	\$ 814	\$ 896
YOY Change	-62.8%	-52.7%	-55.7%



Honda Brand U.S. Average Transaction Prices for Second Quarter 2023



	Q2 ATP	YOY Change
CR-V	\$ 36,517	11.3%
Accord	\$ 34,788	9.3%
Civic	\$ 29,451	13.1%
HR-V	\$ 30,388	14.8%
Pilot	\$ 46,287	6.4%
Ridgeline	\$ 46,543	7.1%

Acura Brand U.S. Average Transaction Prices for Second Quarter 2023



	Q2 ATP	YOY Change
MDX	\$ 62,587	9.1%
RDX	\$ 50,655	13.5%
TLX	\$ 49,277	7.8%
Integra	\$ 38,077	-