

American Honda Vehicle Sales For October 2009

	Month-to-Date			Year-to-Date		
	October 2009	October 2008	DSR** % Chg.	October 2009	October 2008	DSR** % Chg.
American Honda Total	85,502	85,864	-4.0%	969,638	1,266,447	-23.4%

Total Car Sales	49,502	51,400	-7.1%	599,429	781,560	-23.3%
Total Truck Sales	36,000	34,464	0.7%	370,209	484,887	-23.7%
Honda Total Car Sales	44,537	44,944	-4.4%	545,791	709,540	-23.1%
Honda Total Truck Sales	31,214	30,812	-2.3%	337,468	430,971	-21.7%
Acura Total Car Sales	4,965	6,456	-25.8%	53,638	72,020	-25.5%
Acura Total Truck Sales	4,786	3,652	26.4%	32,741	53,916	-39.3%
Domestic Car Sales *	40,978	39,803	-0.7%	468,288	585,021	-20.0%

Honda Division	38,466	35,463	4.6%	439,894	545,022	-19.3%
Acura Division	2,512	4,340	-44.2%	28,394	39,999	-29.0%
Domestic Truck Sales *	33,803	29,986	8.7%	335,006	386,842	-13.4%

Honda Division	29,017	26,334	6.3%	302,265	332,926	-9.2%
Acura Division	4,786	3,652	26.4%	32,741	53,916	-39.3%
Import Car Sales	8,524	11,597	-29.1%	131,141	196,539	-33.3%

Honda Division	6,071	9,481	-38.3%	105,897	164,518	-35.6%
Acura Division	2,453	2,116	11.8%	25,244	32,021	-21.2%
Import Truck Sales	2,197	4,478	-52.7%	35,203	98,045	-64.1%

Honda Division	2,197	4,478	-52.7%	35,203	98,045	-64.1%

MODEL BREAKOUTS BY DIVISION						
Honda Division Total	75,751	75,756	-3.6%	883,259	1,140,511	-22.6%

Fit	3,700	6,478	-44.9%	59,175	69,846	-15.3%
Accord *	23,210	19,783	13.1%	244,579	333,011	-26.6%
Memo:						
Accord Hybrid	0	1		1	197	-99.5%
Civic *	15,868	18,582	-17.7%	223,751	304,297	-26.5%
Memo:						

Civic Hybrid	239	1,621	-85.8%	14,405	29,218	-50.7%
S2000	20	100	-80.7%	751	2,376	-68.4%
Insight	1,739	0		17,530	0	
FCX	0	0		0	6	
FCX Clarity	0	1		5	4	25.0%
-----	-	-	-----	-	-	-----
Odyssey *	6,783	9,208	-29.0%	84,761	121,249	-30.1%
Pilot *	6,339	4,980	22.7%	68,215	84,410	-19.2%
CR-V *	15,667	13,169	14.7%	158,573	171,193	-7.4%
Element *	871	1,361	-38.3%	12,441	23,790	-47.7%
Ridgeline	1,554	2,094	-28.4%	13,478	30,329	-55.6%
-----	-----	-----	-----	-----	-----	-----
Acura Division						
Total	9,751	10,108	-7.0%	86,379	125,936	-31.4%
-----	-----	-----	-----	-----	-----	-----
RSX	0	0		0	1	
TL *	2,512	4,340	-44.2%	28,394	39,999	-29.0%
TSX	2,298	1,844	20.2%	23,598	27,982	-15.7%
RL	155	272	-45.0%	1,646	4,038	-59.2%
-----	-----	-----	-----	-----	-----	-----
MDX *	3,834	3,005	23.0%	24,814	39,893	-37.8%
RDX *	952	647	41.9%	7,927	14,023	-43.5%
-----	-----	-----	-----	-----	-----	-----
Selling Days	28	27		257	257	

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

** Daily Selling Rate

Source: American Honda Motor Co., Inc.