

For more information:
Sage Marie (Honda) (310) 783-3163
Mike Spencer (Acura) (310) 783-3165
Chuck Schifsky (Detroit) (313) 202-3150

For Immediate Release

American Honda Reports Record Sales in June

Fuel-efficient Fit sets all-time record; Civic and Acura TSX set June records

TORRANCE, Calif., July 1, 2008 – 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 www.honda.com. For media inquiries, please go to www.hondanews.com. For more information about Acura vehicles, please visit www.acura.com. For media inquiries, please go to www.acuranews.com.