

FCA US LLC Sales Summary Q1 2024

Model	Q1 Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	27,647	23,209	19%	27,647	23,209	19%
Patriot	0	0		0	0	
Wrangler	38,308	37,971	1%	38,308	37,971	1%
Gladiator	12,989	13,575	-4%	12,989	13,575	-4%
Cherokee	1,196	13,213	-91%	1,196	13,213	-91%
Grand Cherokee	54,455	54,502	0%	54,455	54,502	0%
Renegade	5,763	4,129	40%	5,763	4,129	40%
Wagoneer	13,131	5,560	136%	13,131	5,560	136%
Grand Wagoneer	3,550	2,044	74%	3,550	2,044	74%
JEEP BRAND	157,039	154,203	2%	157,039	154,203	2%
Ram P/U	89,417	105,350	-15%	89,417	105,350	-15%
ProMaster Van	5,853	17,694	-67%	5,853	17,694	-67%
ProMaster City	38	5,678	-99%	38	5,678	-99%
RAM BRAND	95,308	128,722	-26%	95,308	128,722	-26%
200	-1	0		-1	0	
300	1,693	2,989	-43%	1,693	2,989	-43%
Town & Country	0	0		0	0	
Pacifica	33,114	28,910	15%	33,114	28,910	15%
CHRYSLER BRAND	34,806	31,899	9%	34,806	31,899	9%
Dart	0	0		0	0	
Viper	1	0		1	0	
Hornet	7,419	22	New	7,419	22	New
Charger	10,660	22,106	-52%	10,660	22,106	-52%
Challenger	9,737	11,371	-14%	9,737	11,371	-14%
Journey	0	8	-100%	0	8	-100%
Caravan	2	1	100%	2	1	100%
Durango	15,129	17,467	-13%	15,129	17,467	-13%
DODGE BRAND	42,948	50,975	-16%	42,948	50,975	-16%
500	41	0		41	0	
500L	0	3	-100%	0	3	-100%
500X	113	135	-16%	113	135	-16%
Spider	0	0		0	0	
FIAT BRAND	154	138	12%	154	138	12%
Giulia	640	966	-34%	640	966	-34%
Alfa 4C	0	0		0	0	
Stelvio	917	1,424	-36%	917	1,424	-36%
Tonale	728	0	New	728	0	New
ALFA ROMEO	2,285	2,390	-4%	2,285	2,390	-4%
FCA US LLC	332,540	368,327	-10%	332,540	368,327	-10%

GM U.S. DELIVERIES FOR QUARTER 1 2024

	QUARTER 1			(CALENDAR YEAR-TO-DATE)		
	2024	2023	%Change Volume	2024	2023	%Change Volume
	JANUARY - MARCH					
Enclave	8,101	8,803	-8.0	8,101	8,803	-8.0
Encore	55	2,979	-98.2	55	2,979	-98.2
Encore GX	13,364	12,279	8.8	13,364	12,279	8.8
Envision	13,203	14,077	-6.2	13,203	14,077	-6.2
Envista	9,662	-	*** *	9,662	-	*** *
Buick Total*	44,385	38,138	16.4	44,385	38,138	16.4
CT4	1,734	2,712	-36.1	1,734	2,712	-36.1
CT5	3,022	4,593	-34.2	3,022	4,593	-34.2
Escalade	9,135	9,228	-1.0	9,135	9,228	-1.0
LYRIQ	5,800	968	499.2	5,800	968	499.2
XT4	4,879	6,773	-28.0	4,879	6,773	-28.0
XT5	6,275	7,285	-13.9	6,275	7,285	-13.9
XT6	4,606	4,762	-3.3	4,606	4,762	-3.3
Cadillac Total*	35,451	36,321	-2.4	35,451	36,321	-2.4
Blazer	16,595	15,263	8.7	16,595	15,263	8.7
Blazer EV	600	-	*** *	600	-	*** *
Bolt EV / Bolt EUV	7,040	19,700	-64.3	7,040	19,700	-64.3
Camaro	3,574	7,780	-54.1	3,574	7,780	-54.1
Colorado	14,922	13,256	12.6	14,922	13,256	12.6
Corvette	8,576	7,904	8.5	8,576	7,904	8.5
Equinox	54,185	52,902	2.4	54,185	52,902	2.4
Express	7,502	8,595	-12.7	7,502	8,595	-12.7
LCF	1,754	1,023	71.5	1,754	1,023	71.5
Malibu	32,749	37,438	-12.5	32,749	37,438	-12.5
Silverado HD	41,916	36,883	13.6	41,916	36,883	13.6
Silverado LD	84,586	87,111	-2.9	84,586	87,111	-2.9
Silverado MD	2,424	2,998	-19.1	2,424	2,998	-19.1
Silverado EV	1,061	-	*** *	1,061	-	*** *
TOTAL Silverado	129,987	126,992	2.4	129,987	126,992	2.4
Suburban	9,684	13,932	-30.5	9,684	13,932	-30.5
Tahoe	23,324	27,257	-14.4	23,324	27,257	-14.4
Trailblazer	24,208	27,951	-13.4	24,208	27,951	-13.4
Traverse	17,475	31,533	-44.6	17,475	31,533	-44.6
Trax	37,588	6,465	481.4	37,588	6,465	481.4
Chevrolet Total*	389,763	398,141	-2.1	389,763	398,141	-2.1
Acadia	7,674	15,945	-51.9	7,674	15,945	-51.9
Canyon	5,484	5,016	9.3	5,484	5,016	9.3
HUMMER EV (Pickup and SUV)	1,668	2	83300.0	1,668	2	83300.0
Savana	1,078	4,796	-77.5	1,078	4,796	-77.5
Sierra HD	22,374	20,816	7.5	22,374	20,816	7.5
Sierra LD	46,223	46,382	-0.3	46,223	46,382	-0.3
TOTAL Sierra	68,597	67,198	2.1	68,597	67,198	2.1
Terrain	21,864	17,928	22.0	21,864	17,928	22.0
Yukon	18,013	19,723	-8.7	18,013	19,723	-8.7
GMC Total	124,378	130,608	-4.8	124,378	130,608	-4.8
BrightDrop	256	-	*** *	256	-	*** *
GM Vehicle Total*	594,233	603,208	-1.5	594,233	603,208	-1.5

77 selling days for QUARTER 1 this year and 75 selling days for the same QUARTER last year.
 Vehicle Total * Includes discontinued models.

	March 2024
Dealer Inventory	534,479

Dealer inventory total includes units in-transit to dealers.



Ford Hybrids, EVs, Transit Set Records; Q1 Sales Top Industry, Up 7%

- Ford is America's No. 1 truck seller, backed by record quarter for Maverick and Maverick Hybrid; Overall hybrid vehicle sales up 42 percent for the best quarter ever
- Ford is America's No. 2 electric vehicle brand; strong EV sales up 86 percent
- Ford Transit – America's best-selling van – is off to a record start
- Company poised for growth this year: F-150, Ranger and Lincoln Nautilus on sale now; Explorer, Expedition, Mustang Mach-E Rally, and Lincoln Aviator, Navigator coming later this year

DEARBORN, Mich., April 3, 2024 – Customer reception in the first quarter to Ford's freedom of choice across gas, hybrid and electric vehicles drove company sales and share gains. Ford and Lincoln sales climbed 7 percent, outpacing the overall industry.

Across gas and hybrid vehicles, an increasing preference for hybrid trucks and SUVs helped deliver Ford the best-ever quarterly hybrid sales record. Ford Maverick was America's No. 1 selling hybrid truck in Q1, continuing to bring new customers to the Ford brand. Maverick Hybrid sales were up 77 percent over a year ago on sales of 19,660.

Overall hybrid sales in Q1 were up 42 percent on sales of 38,421 vehicles. Hybrid growth is expected to continue as more versions of the new F-150 hybrid ship to dealers. Total Ford hybrid Q1 vehicle sales were the company's best-ever in its more than two decades of offering customers hybrids.

"The new F-150 will be a big play for us across gas, hybrid and electric vehicle segments of our business," said Andrew Frick, president, Ford Blue. "With the new F-150 and all-new Ranger sales beginning in March along with the strong performance of our all-new Lincoln Nautilus and Nautilus Hybrid, we're in a strong position to capitalize and grow as we move through 2024. From gas engines to hybrids to electric vehicles, we offer our customers more choices."

The growth in hybrids helped Ford begin the year as America's best-selling truck manufacturer, including pickups and vans. Maverick, with record Q1 sales, remains the No. 1 selling midsize pickup in America, outselling Toyota's Tacoma. Nearly 60 percent of Maverick buyers are new to the Ford brand.

With Ford's first sales of the new F-150 in March, F-Series begins the year as America's best-selling truck with 152,943 sales. Super Duty sales in Q1 were up 23 percent from a year ago. Total Maverick sales for Q1 totaled 39,061 – up 82 percent over last year.

Ford brand SUVs posted an all-time best quarter with total sales of 216,997 – up 15 percent over last year. Ford SUVs were led by Explorer with 58,465 sales, making Explorer America's best-selling three-row SUV. Escape sales were up 73 percent on sales of 36,595 SUVs. Bronco Sport had a solid gain of 6 percent on sales of 31,565 and Expedition sales gained 11 percent.

And at Lincoln, sales accelerated 31 percent to 24,894. The all-new Lincoln Nautilus began Q1 with total sales of 9,231 SUVs – up 68 percent over a year ago. This represents a new quarterly sales record since the nameplate went on sale in 2018. Sales of Lincoln's Corsair increased 56 percent and Aviator was up 19 percent.

Strong Start for Ford Electric Vehicle Sales

Across Ford electric vehicles, sales started the year strong, up 86 percent.

Ford sold 20,223 EVs in Q1, making Ford America's second best-selling EV brand behind Tesla for the quarter. Mustang Mach-E posted strong Q1 sales of 9,589 SUVs – up 77 percent over a year ago.

America's best-selling electric truck, the F-150 Lightning, had sales of 7,743 trucks, up 80 percent.

The Ford E-Transit was America's best-selling electric van on sales of 2,891 – up 148 percent over Q1 last year. It was the best-ever sales quarter for E-Transit since it went on sale in 2022.

Ford Pro Commercial Sales Success

On its 10-year anniversary in the U.S., Transit van sales totaled 39,890 – up 25 percent, making this a record start to the year for America's No. 1 selling van.

Ford's commercial vans have been a source of strength for 45 straight years and are continuing into this year with sales of 55,295 vans, up 19 percent in Q1.

Ford Blue



New Ranger Hits Dealer Lots

March marked the start of sales of the all-new 2024 Ford Ranger. First deliveries were recorded mid-way through March. Ford is poised for more growth with the new Explorer, Lincoln Aviator and Expedition coming.

Model e



Strong EV Sales Growth

Ford Mustang Mach-E sales totaled 9,589 – up 77 percent over a year ago. Mustang Mach-E begins the year as America's second best-selling EV SUV behind Tesla's Model Y.

Ford Pro



Commercial Vehicle Leadership

Ford Pro EV adoption continues to rise with more than 40 percent of commercial customers with 2024 F-150 Lightning orders being repeat Lightning customers. E-Transit adoption rates are growing faster among government customers and small businesses.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford provides financial services through Ford Motor Credit Company. Ford employs about 177,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.

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FORD MOTOR COMPANY Q1 2024 U.S. SALES

	<u>First Quarter</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	2024	2023	Change	2024	2023	Change
SALES BY PROPULSION						
Electric Vehicles	20,223	10,866	86.1	20,223	10,866	86.1
Hybrid Vehicles	38,421	27,064	42.0	38,421	27,064	42.0
Internal Combustion	449,439	437,976	2.6	449,439	437,976	2.6
Total vehicles	508,083	475,906	6.8	508,083	475,906	6.8
SALES BY TYPE						
SUVs	241,891	207,142	16.8	241,891	207,142	16.8
Trucks	252,485	254,023	-0.6	252,485	254,023	-0.6
Cars	13,707	14,741	-7.0	13,707	14,741	-7.0
Total vehicles	508,083	475,906	6.8	508,083	475,906	6.8
FORD BRAND						
EcoSport	0	1,649	-100.0	0	1,649	-100.0
Bronco Sport	31,565	29,871	5.7	31,565	29,871	5.7
Escape	36,595	21,149	73.0	36,595	21,149	73.0
Bronco	24,066	32,430	-25.8	24,066	32,430	-25.8
Mustang Mach-E	9,589	5,407	77.3	9,589	5,407	77.3
Edge	35,157	20,282	73.3	35,157	20,282	73.3
Explorer	58,465	58,061	0.7	58,465	58,061	0.7
Expedition	<u>21,560</u>	<u>19,359</u>	11.4	<u>21,560</u>	<u>19,359</u>	11.4
Ford SUVs	216,997	188,208	15.3	216,997	188,208	15.3
F-Series	152,943	170,377	-10.2	152,943	170,377	-10.2
<i>Memo: F-150 Lightning (electric)</i>	<i>7,743</i>	<i>4,291</i>	<i>80.4</i>	<i>7,743</i>	<i>4,291</i>	<i>80.4</i>
Ranger	1,918	11,500	-83.3	1,918	11,500	-83.3
Maverick	39,061	21,478	81.9	39,061	21,478	81.9
E-Series	10,440	10,785	-3.2	10,440	10,785	-3.2
Transit	39,890	32,015	24.6	39,890	32,015	24.6
<i>Memo: E-Transit</i>	<i>2,891</i>	<i>1,168</i>	<i>147.5</i>	<i>2,891</i>	<i>1,168</i>	<i>147.5</i>
Transit Connect	4,965	3,823	29.9	4,965	3,823	29.9
Heavy Trucks	<u>3,268</u>	<u>4,045</u>	-19.2	<u>3,268</u>	<u>4,045</u>	-19.2
Ford Trucks	252,485	254,023	-0.6	252,485	254,023	-0.6
GT	0	30	-100.0	0	30	-100.0
Mustang	13,707	14,711	-6.8	13,707	14,711	-6.8
Ford Cars	<u>13,707</u>	<u>14,741</u>	-7.0	<u>13,707</u>	<u>14,741</u>	-7.0
Ford Brand	483,189	456,972	5.7	483,189	456,972	5.7
LINCOLN BRAND						
Corsair	6,286	4,023	56.3	6,286	4,023	56.3
Nautilus	9,231	5,505	67.7	9,231	5,505	67.7
Aviator	6,250	5,236	19.4	6,250	5,236	19.4
Navigator	<u>3,127</u>	<u>4,170</u>	-25.0	<u>3,127</u>	<u>4,170</u>	-25.0
Lincoln SUVs	24,894	18,934	31.5	24,894	18,934	31.5
Lincoln Brand	24,894	18,934	31.5	24,894	18,934	31.5

Ford Motor Company
MAR 2024 U.S. GROSS STOCKS

	Gross Stock Units (000)
Mustang	15.9
GT	-
Ford Cars	15.9
Escape	29.3
Bronco Sport	26.6
Mustang Mach-E	15.5
EcoSport	-
Edge	21.6
Bronco	25.9
Explorer	54.9
Expedition	17.6
Ford SUVs	191.4
Corsair	10.9
Nautilus	11.4
Aviator	10.0
Navigator	6.1
Lincoln SUVs	38.4
Total SUVs	229.8
E-Series Van	11.4
Transit Connect (Tourneo)	3.5
Transit Van	39.5
Maverick	18.7
Ranger	6.6
F-Series	196.9
Medium/Heavy	6.3
Ford Trucks	282.7
Total Car, Utility, Truck	528.4

2024 Calendar Year Production By Plant													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Flat Rock													
Ford Mustang	5,926	6,775	6,337	-	-	-	-	-	-	-	-	-	19,038
Chicago Main													
Ford Explorer	21,835	24,482	24,692	-	-	-	-	-	-	-	-	-	71,009
Lincoln Aviator	2,854	3,202	3,175	-	-	-	-	-	-	-	-	-	9,231
Chicago SHO													
Ford Explorer	-	-	-	-	-	-	-	-	-	-	-	-	-
Lincoln Aviator	-	-	-	-	-	-	-	-	-	-	-	-	-
Quautitlan													
Mustang Mach-E	3,454	2,315	-	-	-	-	-	-	-	-	-	-	5,769
Dearborn Truck Plant													
Ford F-Series (F-150)	16,106	27,628	27,535	-	-	-	-	-	-	-	-	-	71,269
Detroit Chassis Plant													
Stripped Chassis	422	433	503	-	-	-	-	-	-	-	-	-	1,358
Hermosillo													
Bronco Sport	14,639	14,221	11,389	-	-	-	-	-	-	-	-	-	40,249
Maverick	16,269	14,316	13,156	-	-	-	-	-	-	-	-	-	43,741
Kansas City (SUV)													
Ford Transit	15,646	17,417	14,018	-	-	-	-	-	-	-	-	-	47,081
Kansas City (Truck)													
Ford F-Series (F-150)	10,262	25,147	25,738	-	-	-	-	-	-	-	-	-	61,147
Kentucky Truck													
Ford F-Series (Super Duty)	30,980	30,570	33,286	-	-	-	-	-	-	-	-	-	94,836
Ford Expedition	9,324	9,493	9,806	-	-	-	-	-	-	-	-	-	28,623
Lincoln Navigator	1,587	1,635	1,614	-	-	-	-	-	-	-	-	-	4,836
Louisville Assembly													
Ford Escape	15,723	15,472	18,368	-	-	-	-	-	-	-	-	-	49,563
Lincoln Corsair	3,035	3,151	3,520	-	-	-	-	-	-	-	-	-	9,706
Michigan Assembly													
Ranger	2,644	2,871	6,707	-	-	-	-	-	-	-	-	-	12,222
Bronco	12,143	12,659	9,833	-	-	-	-	-	-	-	-	-	34,635
Multimatic													
	-	-	-	-	-	-	-	-	-	-	-	-	-
Oakville													
Ford Edge	9,451	15,167	15,073	-	-	-	-	-	-	-	-	-	39,691
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio Assembly													
Ford Econoline	2,983	4,645	4,313	-	-	-	-	-	-	-	-	-	11,941
Medium Truck	1,318	1,831	1,658	-	-	-	-	-	-	-	-	-	4,807
Super Duty	2,510	2,867	3,542	-	-	-	-	-	-	-	-	-	8,919
Total Production	199,111	236,297	234,263	-	-	-	-	-	-	-	-	-	669,671

2024 Calendar Year Production By Vehicle Line													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Bronco Sport	14,639	14,221	11,389	-	-	-	-	-	-	-	-	-	40,249
Maverick	16,269	14,316	13,156	-	-	-	-	-	-	-	-	-	43,741
Ford Mustang	5,926	6,775	6,337	-	-	-	-	-	-	-	-	-	19,038
	-	-	-	-	-	-	-	-	-	-	-	-	-
Ranger	2,644	2,871	6,707	-	-	-	-	-	-	-	-	-	12,222
Bronco	12,143	12,659	9,833	-	-	-	-	-	-	-	-	-	34,635
Mustang Mach-E	3,454	2,315	-	-	-	-	-	-	-	-	-	-	5,769
Ford F-Series (F-150)	26,368	52,775	53,273	-	-	-	-	-	-	-	-	-	132,416
Ford F-Series (Super Duty)	33,490	33,437	36,828	-	-	-	-	-	-	-	-	-	103,755
Ford Expedition	9,324	9,493	9,806	-	-	-	-	-	-	-	-	-	28,623
Lincoln Navigator	1,587	1,635	1,614	-	-	-	-	-	-	-	-	-	4,836
Ford Explorer	21,835	24,482	24,692	-	-	-	-	-	-	-	-	-	71,009
Lincoln Aviator	2,854	3,202	3,175	-	-	-	-	-	-	-	-	-	9,231
Ford Transit	15,646	17,417	14,018	-	-	-	-	-	-	-	-	-	47,081
Ford Escape	15,723	15,472	18,368	-	-	-	-	-	-	-	-	-	49,563
Lincoln Corsair	3,035	3,151	3,520	-	-	-	-	-	-	-	-	-	9,706
Ford Edge	9,451	15,167	15,073	-	-	-	-	-	-	-	-	-	39,691
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
Ford Econoline	2,983	4,645	4,313	-	-	-	-	-	-	-	-	-	11,941
Medium Truck	1,318	1,831	1,658	-	-	-	-	-	-	-	-	-	4,807
Stripped Chassis	422	433	503	-	-	-	-	-	-	-	-	-	1,358
Total Production	199,111	236,297	234,263	-	-	-	-	-	-	-	-	-	669,671

TOYOTA U.S. SALES SUMMARY								
March 2024								
	-- CURRENT MONTH --				-- CALENDAR YEAR TO DATE --			
	2024	2023	DSR %	VOL %	2024	2023	DSR %	VOL %
TOTAL TMNA	214,894	176,456	21.8	21.8	565,098	469,558	17.2	20.3
TOTAL TOYOTA DIV.	184,123	150,099	22.7	22.7	486,627	401,306	18.1	21.3
TOTAL LEXUS DIV.	30,771	26,357	16.7	16.7	78,471	68,252	12.0	15.0
COROLLA	22,328	13,528	65.1	65.1	60,071	42,975	36.2	39.8
SUPRA	202	247	-18.2	-18.2	484	871	-45.9	-44.4
GR86 (INCL FR-S)	1,364	1,005	35.7	35.7	2,041	2,038	-2.5	0.1
MIRAI	71	208	-65.9	-65.9	172	668	-74.9	-74.3
CROWN	2,970	1,335	122.5	122.5	7,685	1,393	437.4	451.7
PRIUS	4,092	2,236	83.0	83.0	13,327	5,586	132.4	138.6
CAMRY	30,323	25,010	21.2	21.2	78,337	66,037	15.5	18.6
TOTAL TOYOTA DIV. CAR	61,350	43,574	40.8	40.8	162,122	119,606	32.0	35.5
IS	2,227	2,032	9.6	9.6	5,007	5,361	-9.0	-6.6
RC	145	132	9.8	9.8	410	380	5.1	7.9
ES	3,799	3,768	0.8	0.8	8,471	8,679	-4.9	-2.4
LS	247	234	5.6	5.6	683	576	15.5	18.6
LC	203	167	21.6	21.6	493	433	10.9	13.9
TOTAL LEXUS DIV. CAR	6,621	6,333	4.5	4.5	15,064	15,430	-4.9	-2.4
TOTAL TMNA CAR	67,971	49,907	36.2	36.2	177,186	135,036	27.8	31.2
BZ4X	827	731	13.1	13.1	1,897	1,698	8.8	11.7
RAV4	45,340	31,258	45.1	45.1	124,822	84,704	43.5	47.4
COROLLA CROSS	7,781	5,995	29.8	29.8	19,028	14,514	27.7	31.1
VENZA	3,348	2,159	55.1	55.1	7,961	7,466	3.9	6.6
HIGHLANDER	11,538	22,259	-48.2	-48.2	32,033	55,344	-43.6	-42.1
GRAND HIGHLANDER	10,077	0	0	0	25,136	0	0	0
4RUNNER	12,756	7,487	70.4	70.4	33,823	21,116	56.0	60.2
SEQUOIA	2,254	1,808	24.7	24.7	5,958	4,384	32.4	35.9
TOTAL TOYOTA DIV. SUV	93,921	71,757	30.9	30.9	250,658	189,979	28.5	31.9
SIENNA	5,205	5,236	-0.6	-0.6	16,074	10,487	49.3	53.3
TACOMA	8,310	18,674	-55.5	-55.5	21,558	53,583	-60.8	-59.8
TUNDRA	15,337	10,858	41.3	41.3	36,215	27,651	27.6	31.0
TOTAL TOYOTA DIV. PICKUP	23,647	29,532	-19.9	-19.9	57,773	81,234	-30.7	-28.9
TOTAL TOYOTA DIV. TRUCK	122,773	106,525	15.3	15.3	324,505	281,700	12.2	15.2
UX	1,178	1,250	-5.8	-5.8	2,701	3,192	-17.6	-15.4
NX	6,724	5,801	15.9	15.9	17,119	15,556	7.2	10.0
RZ	858	185	363.8	363.8	1,603	185	744.0	766.5
RX	10,599	9,344	13.4	13.4	26,473	25,947	-0.6	2.0
TX	3,649	0	0	0	9,956	0	0	0
GX	583	2,472	-76.4	-76.4	3,858	6,370	-41.0	-39.4
LX	559	972	-42.5	-42.5	1,697	1,572	5.1	8.0
TOTAL LEXUS DIV. TRUCK	24,150	20,024	20.6	20.6	63,407	52,822	16.9	20.0
TOTAL TMNA TRUCK	146,923	126,549	16.1	16.1	387,912	334,522	12.9	16.0
Selling Days	27	27			77	75		

DSR = Daily Selling Rate

TOYOTA U.S. ELECTRIFIED VEHICLE SALES SUMMARY

March 2024

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2024	2023	DSR %	VOL%	2024	2023	DSR %	VOL%
TOYOTA PRIUS HYBRID	2,596	2,219	17.0	17.0	9,420	4,592	99.8	105.1
TOYOTA PRIUS PRIME	1,496	17	8,700.0	8,700.0	3,907	994	282.8	293.1
TOYOTA COROLLA HYBRID	6,137	3,419	79.5	79.5	15,589	12,454	21.9	25.2
TOYOTA CAMRY HYBRID	2,424	1,335	81.6	81.6	8,986	3,702	136.4	142.7
TOYOTA MIRAI	71	208	-65.9	-65.9	172	668	-74.9	-74.3
TOYOTA CROWN	2,970	1,335	122.5	122.5	7,685	1,393	437.4	451.7
TOYOTA SIENNA HYBRID	5,205	5,235	-0.6	-0.6	16,072	10,486	49.3	53.3
TOYOTA HIGHLANDER HYBRID	2,094	10,261	-79.6	-79.6	6,109	20,927	-71.6	-70.8
TOYOTA GRAND HIGHLANDER HYBRID	4,002	0	0	0	8,900	0	0	0
TOYOTA SEQUOIA HYBRID	2,254	1,804	24.9	24.9	5,957	4,369	32.8	36.3
TOYOTA BZ4X BEV	827	731	13.1	13.1	1,897	1,698	8.8	11.7
TOYOTA RAV4 HYBRID	21,801	8,460	157.7	157.7	57,875	19,633	187.1	194.8
TOYOTA RAV4 PRIME	2,826	2,605	8.5	8.5	7,767	5,416	39.7	43.4
TOYOTA COROLLA CROSS HYBRID	3,075	0	0	0	7,464	0	0	0
TOYOTA VENZA HYBRID	3,348	2,159	55.1	55.1	7,961	7,466	3.9	6.6
TOYOTA TUNDRA HYBRID	5,366	2,570	108.8	108.8	12,015	6,989	67.4	71.9
LEXUS ES HYBRID	1,413	941	50.2	50.2	3,354	2,229	46.6	50.5
LEXUS UX HYBRID	1,178	1,250	-5.8	-5.8	2,701	3,191	-17.6	-15.4
LEXUS NX HYBRID	2,249	1,043	115.6	115.6	6,790	3,807	73.7	78.4
LEXUS NX PLUG-IN HYBRID	571	473	20.7	20.7	1,408	959	43.0	46.8
LEXUS RZ BEV	858	185	363.8	363.8	1,603	185	744.0	766.5
LEXUS RX HYBRID	4,325	2,315	86.8	86.8	10,403	7,641	32.6	36.1
LEXUS RX PLUG-IN HYBRID	394	0	0	0	1,082	0	0	0
LEXUS TX HYBRID	593	0	0	0	1,524	0	0	0
LEXUS TX PLUG-IN HYBRID	68	0	0	0	168	0	0	0
LEXUS LS HYBRID	14	12	16.7	16.7	35	25	36.4	40.0
LEXUS LC HYBRID	2	3	-33.3	-33.3	4	9	-56.7	-55.6
TOTAL TMNA Electrified Vehicles	78,157	48,581	60.9	60.9	206,850	118,839	69.5	74.1
TOTAL TOYOTA Electrified Vehicles	66,492	42,359	57.0	57.0	177,778	100,793	71.8	76.4
TOTAL LEXUS Electrified Vehicles	11,665	6,222	87.5	87.5	29,072	18,046	56.9	61.1
TOTAL TMNA SALES RATIO	36.4%	27.5%			36.6%	25.3%		
Selling Days	27	27			77	75		


NISSAN DIVISION	Qtr: Jan-24 to Mar-24	Qtr: Jan-23 to Mar-23
	CY2024	CY2023
Nissan Division Total	238,831	220,061
Versa	7,474	3,901
Sentra	40,081	22,517
Altima	28,583	32,832
Maxima	529	2,207
LEAF	1,142	2,354
Juke	0	0
Z	671	466
GT-R	77	143
Total Car	78,557	64,420
Kicks	13,724	11,832
Frontier	19,744	16,926
Titan	4,145	4,038
Xterra	0	0
Pathfinder	19,012	23,770
Armada	3,977	7,272
Rogue	90,804	76,499
Ariya	4,142	2,860
Murano	4,726	12,444
NV	0	0
NV200	0	0
Total Truck	160,274	155,641
North American produced	198,025	178,443
Car	77,809	63,811
Truck	120,216	114,632
Import	40,806	41,618
Car	748	609
Truck	40,058	41,009
INFINITI		
	Qtr: Jan-24 to Mar-24	Qtr: Jan-23 to Mar-23
	CY2024	CY2023
Infiniti Division Total	13,904	15,757
Infiniti Q50	1,397	1,366
Infiniti Q60	37	374
Infiniti Q70	0	0
Infiniti QX30	0	0
Infiniti QX50	2,569	2,330
Infiniti QX55	1,095	1,365
Infiniti QX60	6,333	7,139
Infiniti QX70	0	0
Infiniti QX80	2,473	3,183
Total Car	1,434	1,740
Total Truck	12,470	14,017
NISSAN GROUP		
	Qtr: Jan-24 to Mar-24	Qtr: Jan-23 to Mar-23
	CY2024	CY2023
TOTAL VEHICLE	252,735	235,818
Total Car	79,991	66,160
Total Truck	172,744	169,658
Selling days	77	75

Quarterly % chg (units)	Quarterly % chg (DSR)	CYTD 2024	CYTD 2023	CY % chg
8.5	5.7	238,831	220,061	8.5
91.6	86.6	7,474	3,901	91.6
78.0	73.4	40,081	22,517	78.0
-12.9	-15.2	28,583	32,832	-12.9
-76.0	-76.7	529	2,207	-76.0
-51.5	-52.7	1,142	2,354	-51.5
N.A.	N.A.	0	0	N.A.
44.0	40.3	671	466	44.0
-46.2	-47.6	77	143	-46.2
21.9	18.8	78,557	64,420	21.9
16.0	13.0	13,724	11,832	16.0
16.6	13.6	19,744	16,926	16.6
2.6	0.0	4,145	4,038	2.6
N.A.	N.A.	0	0	N.A.
-20.0	-22.1	19,012	23,770	-20.0
-45.3	-46.7	3,977	7,272	-45.3
18.7	15.6	90,804	76,499	18.7
44.8	41.1	4,142	2,860	44.8
-62.0	-63.0	4,726	12,444	-62.0
N.A.	N.A.	0	0	N.A.
N.A.	N.A.	0	0	N.A.
3.0	0.3	160,274	155,641	3.0
11.0	8.1	198,025	178,443	11.0
21.9	18.8	77,809	63,811	21.9
4.9	2.1	120,216	114,632	4.9
-2.0	-4.5	40,806	41,618	-2.0
22.8	19.6	748	609	22.8
-2.3	-4.9	40,058	41,009	-2.3

Quarterly % chg (units)	Quarterly % chg (DSR)	CYTD 2024	CYTD 2023	CYTD % chg
-11.8	-14.1	13,904	15,757	-11.8
2.3	-0.4	1,397	1,366	2.3
-90.1	-90.4	37	374	-90.1
N.A.	N.A.	0	0	N.A.
N.A.	N.A.	0	0	N.A.
10.3	7.4	2,569	2,330	10.3
-19.8	-21.9	1,095	1,365	-19.8
-11.3	-13.6	6,333	7,139	-11.3
N.A.	N.A.	0	0	N.A.
-22.3	-24.3	2,473	3,183	-22.3
-17.6	-19.7	1,434	1,740	-17.6
-11.0	-13.3	12,470	14,017	-11.0

Quarterly % chg (units)	Quarterly % chg (DSR)	CYTD 2024	CYTD 2023	CYTD % chg
7.2	4.4	252,735	235,818	7.2
20.9	17.8	79,991	66,160	20.9
1.8	-0.8	172,744	169,658	1.8
		77	75	

American Honda Posts Best Q1 Results in Three Years Led by Strong March Sales

 **RELEASE**
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April 2, 2024

- American Honda sales up 11.8% in March to 130,504 units and best 1st quarter since 2021 (333,824 units)
- Honda brand reaches 118,536 in March up 14.9%, the brand's best month since 2021
- Honda sees over 20% growth in Q1 on total sales of 303,451
- Honda SUVs post strong March: HR-V, CR-V, Passport and Pilot each with their best month of 2024
- CR-V tops 36,500 units in March (+17.9%), with nearly half coming from CR-V hybrid sales
- Pilot tops 12,600 units in March (+21.0%), the model's best month since July 2021
- Civic and Accord combine for over 41,000 units in March (+20.7%)
- Acura posts March sales of 11,968 units; best month of 2024 for the brand and each model in the lineup
- Integra tops 2,500 units; leads premium gateway segment with 3X the sales of nearest competitor
- Acura SUVs combine for more than 8,500 units with both MDX and RDX topping 4,100 units in March

	American Honda			ACURA			HONDA		
	Total	Cars	Trucks	Total	Cars	Trucks	Total	Cars	Trucks
1Q	333,824	112,971	220,853	30,373	9,115	21,258	303,451	103,856	199,595
	+17.3%	+13.2%	+19.6%	-9.2%	-20.3%	-3.5%	+20.9%	+17.5%	+22.7%
Mar	130,504	44,500	86,004	11,968	3,463	8,505	118,536	41,037	77,499
	+11.8%	+15.3%	+10.1%	-11.8%	-25.1%	-4.9%	+14.9%	+20.8%	+12.0%

"Our March sales momentum came in like a lion and went out like a lion with both the Honda and Acura brands continuing to post strong gains driven by balanced sales of cars and SUVs," said Mamadou Diallo, senior vice president of Auto Sales at American Honda Motor Co. Inc. "Nearly all models across our lineup posted increases, demonstrating the true strength of the Honda and Acura lineup when we finally have supply to meet customer demand."



Sales Highlights

The Honda brand posted its 4th consecutive quarter with sales over 300,000 units led by balanced sales of light trucks and passenger cars.

- CR-V and Accord post best Q1 hybrid-electric sales of all-time
- Civic and Accord sales top 100,000 units in first quarter of 2024
- Pilot posts strong March sales (12,680) to gain 21.0% increase over 2023
- Odyssey sales jump 30% over February to 7,247 units in March

Notes



Five 2024 Honda models earn *TOP SAFETY PICK* or better from IIHS; all fully tested Honda models earn top NHTSA NCAP rating..



Honda won Six 2024 KBB Awards, including: 'Best Overall Brand', 'Best Value Brand' and 'Best Overall EV/Hybrid Brand'



BRAND REPORT

Sales Highlights

The Acura brand continued its momentum with its best sales month of 2024.

- Integra tops 2,500 units with Type S model representing 12% of sales
- RDX sales post best Q1 total since 2021 (10,117) with Q1 sales up 48.6%

Model Notes



Raising its game! The 2024 TLX gets enhanced styling, new and improved tech and a quieter cabin.

American Honda Vehicle Sales for March 2024								
	Month-to-Date				Year-to-Date			
	March 2024	March 2023	DSR** % Change	MoM % Change	March 2024	March 2023	DSR** % Change	YoY % Change
American Honda Total	130,504	116,746	11.8%	11.8%	333,824	284,507	14.3%	17.3%
Total Car Sales	44,500	38,605	15.3%	15.3%	112,971	99,787	10.3%	13.2%
Total Truck Sales	86,004	78,141	10.1%	10.1%	220,853	184,720	16.5%	19.6%
Honda Total Car Sales	41,037	33,983	20.8%	20.8%	103,856	88,354	14.5%	17.5%
Honda Total Truck Sales	77,499	69,194	12.0%	12.0%	199,595	162,688	19.5%	22.7%
Acura Total Car Sales	3,463	4,622	-25.1%	-25.1%	9,115	11,433	-22.3%	-20.3%
Acura Total Truck Sales	8,505	8,947	-4.9%	-4.9%	21,258	22,032	-6.0%	-3.5%
* Total Domestic Car Sales	43,938	38,352	14.6%	14.6%	111,145	99,228	9.1%	12.0%
Honda Division	40,475	33,730	20.0%	20.0%	102,030	87,795	13.2%	16.2%
Acura Division	3,463	4,622	-25.1%	-25.1%	9,115	11,433	-22.3%	-20.3%
* Total Domestic Truck Sales	86,004	78,141	10.1%	10.1%	220,853	184,720	16.5%	19.6%
Honda Division	77,499	69,194	12.0%	12.0%	199,595	162,688	19.5%	22.7%

Acura Division	8,505	8,947	-4.9%	-4.9%	21,258	22,032	-6.0%	-3.5%
Total Import Car Sales	562	253	122.1%	122.1%	1,826	559	218.2%	226.7%
Honda Division	562	253	122.1%	122.1%	1,826	559	218.2%	226.7%
Acura Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
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	118,536	103,177	14.9%	14.9%	303,451	251,042	17.7%	20.9%
ACCORD	15,785	16,560	-4.7%	-4.7%	41,927	42,806	-4.6%	-2.1%
CIVIC	25,252	17,423	44.9%	44.9%	61,929	45,548	32.4%	36.0%
CR-V	36,655	31,084	17.9%	17.9%	95,038	67,241	37.7%	41.3%
HR-V	13,990	10,120	38.2%	38.2%	38,062	26,504	39.9%	43.6%
ODYSSEY	7,247	8,031	-9.8%	-9.8%	17,393	19,902	-14.9%	-12.6%
PASSPORT	2,960	4,368	-32.2%	-32.2%	7,755	11,419	-33.9%	-32.1%
PILOT	12,680	10,483	21.0%	21.0%	30,051	24,704	18.5%	21.6%
RIDGELINE	3,967	5,108	-22.3%	-22.3%	11,296	12,918	-14.8%	-12.6%
Acura Division Total	11,968	13,569	-11.8%	-11.8%	30,373	33,465	-11.6%	-9.2%
ILX	0	0	0.0%	0.0%	0	2	-100.0%	-100.0%
INTEGRA	2,541	3,012	-15.6%	-15.6%	6,485	7,706	-18.0%	-15.8%
NSX	0	1	-100.0%	-100.0%	0	5	-100.0%	-100.0%
TLX	922	1,609	-42.7%	-42.7%	2,630	3,720	-31.1%	-29.3%
MDX	4,380	6,076	-27.9%	-27.9%	11,141	15,223	-28.7%	-26.8%
RDX	4,125	2,871	43.7%	43.7%	10,117	6,809	44.7%	48.6%
Selling Days	27	27			77	75		
**** Electrified Vehicles	24,230	26,108	-7.2%	-7.2%	61,915	49,342	22.2%	25.5%

* 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.

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