

## MAZDA REPORTS BEST ANNUAL SALES IN 20 YEARS

IRVINE, Calif., Jan. 5, 2015 /PRNewswire/ — Mazda North American Operations (MNAO) today reported calendar year (CY) 2014 total (combined fleet and retail) sales in the U.S. of 305,801, up 7.7 percent over 2013 and the best result since 1994 (20 years), the last time the company sold more than 300,000 vehicles in a single calendar year. MNAO retail-only sales reached 278,880 units, representing an increase of 6.0 percent over 2013, and the best retail sales year since 1994, further showing the company's reduced reliance on fleet sales. Combined December U.S. sales of 24,808 vehicles represent an increase of 8.0 percent versus last year, and the best December since 2012 (27,253).

"2014 can only be described as historical when it comes to Mazda sales," said Ron Stettner, vice president of sales, MNAO. "Mazda3, Mazda6 and CX-5 have out-performed all year and, as a result, we surpassed 300,000 vehicle sales for the first time since 1994. The support of our dealers, along with the strongest, most-competitive showroom we have ever offered is the driving force behind our success; I'm confident we'll continue this momentum through 2015 and beyond."

### Key December and CY2014 sales notes:

MNAO achieved its best retail-only sales year since 1994 with 278,880 units. In 1994, MNAO sold 310,985 vehicles to retail customers.

MNAO achieved its best combined fleet and retail year of sales since 1994 with a total of 305,801 vehicles sold. In 1994, MNAO sold 375,416 units. MNAO's best-ever sales year was 1986, with 379,883 sales.

Mazda reported sales of 24,808 in December 2014. This performance represents an increase of 8.0 percent year-over-year (YOY).

[SKYACTIV®Technology](#) accounted for 87.7 percent of total December sales. On a year-over-year basis, SKYACTIV Technology vehicle sales grew 30 percent when compared to 2013, accounting for 84 percent of total sales in 2014.

December 2014 was the second-best December for [Mazda3](#), with 9,719 units sold. The best December sales for Mazda3 came in 2012 when MNAO sold 10,297 units.

CY2014 [CX-5](#) sales nearly eclipsed 100,000 sales with a total of 99,122, an increase of 24.6 percent over CY2013 (79,544). December 2014 was the best December sales ever for CX-5 with 7,721 units, an increase of 14.9 percent YOY (Dec. 2013 – 6,720).

[Mazda6](#) had its best year of sales since 2007 with 53,224 units sold in CY2014. That number represents an increase of 22.0 percent YOY (CY2013 sales – 43,637).

Mazda reported [Certified Pre-Owned](#) (CPO) December sales of 3,768 vehicles, up 19.0 percent YOY. CY2014 CPO sales closed with 43,129 vehicles, an increase of 13.8 percent YOY.

Mazda Motor de Mexico (MMdM) celebrated its best-ever month with sales of 5,182 vehicles, up 26.0 percent versus December of last year. Total CY2014 sales for MMdM equated to 40,987 vehicles, representing an increase of 23.0 percent when compared to 2013, its best-ever calendar year of sales.

### Key MMdM December and CY2014 sales notes:

December 2014 represents best-ever month of sales

CY2014 is best-ever year of sales

December 2014 is best-ever month of sales for Mazda3

December 2014 is best-ever month of sales for CX-5

23<sup>rd</sup> straight month of best-ever sales

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States and Mexico through more than 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City.

	<u>Month-To-Date</u>				<u>Year-To-Date</u>			
	December	December	%	% MTD	December	December	%	% YTD

	<u>2014</u>	<u>2013</u>	<u>Change</u>	<u>DSR</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>	<u>DSR</u>
Mazda2	159	1,228	(87.1)%	(87.6)%	13,615	11,757	15.8%	15.5%
Mazda3	9,719	7,669	26.7%	21.9%	104,985	104,713	0.3%	(0.0)%
Mazda5	759	1,167	(35.0)%	(37.5)%	11,613	13,884	(16.4)%	(16.6)%
Mazda6	4,323	4,365	(1.0)%	(4.8)%	53,224	43,637	22.0%	21.6%
MX-5 Miata	378	276	37.0%	31.7%	4,745	5,780	(17.9)%	(18.2)%
RX-8	-	-	N/A	N/A	1	1	0.0%	(0.3)%
CX-5	7,721	6,720	14.9%	10.5%	99,122	79,544	24.6%	24.2%
CX-7	-	-	N/A	N/A	-	1	(100.0)%	(100.0)%
CX-9	1,749	1,539	13.6%	9.3%	18,496	24,628	(24.9)%	(25.1)%
Tribute	-	-	N/A	N/A	-	1	(100.0)%	(100.0)%
<b>Total Vehicles</b>								
CARS	15,338	14,705	4.3%	0.3%	188,183	179,772	4.7%	4.4%
TRUCKS	<u>9,470</u>	<u>8,259</u>	<u>14.7%</u>	10.3%	<u>117,618</u>	<u>104,174</u>	<u>12.9%</u>	12.6%
<b>TOTAL</b>	<b>24,808</b>	<b>22,964</b>	<b>8.0%</b>	<b>3.9%</b>	<b>305,801</b>	<b>283,946</b>	<b>7.7%</b>	<b>7.4%</b>
MEMO:								
IMPORT CAR	15,338	14,702	4.3%		188,179	173,495	8.5%	
IMPORT TRUCK	9,470	8,259	<u>14.7%</u>		117,618	104,174	<u>12.9%</u>	
IMPORT TOTAL	<b>24,808</b>	<b>22,961</b>	<b>8.0%</b>		<b>305,797</b>	<b>277,669</b>	<b>10.1%</b>	
DOMESTIC CAR	-	3	(100.0)%		4	6,277	(99.9)%	
DOMESTIC TRUCK	-	-	N/A		-	1	(100.0)%	
DOMESTIC TOTALS	-	<b>3</b>	<b>(100.0)%</b>		<b>4</b>	<b>6,278</b>	<b>(99.9)%</b>	

<b>Selling Days</b>	<b>26</b>	<b>25</b>			<b>331</b>	<b>330</b>		
Mazda6-Gas (14+MY)	4,323	4,362			53220	37360		
Mazda6-SDN (Pre 14MY)	0	3			4	6277		

Logo - <http://photos.prnewswire.com/prnh/20131205/MM28870LOGO>

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