

## MAZDA REPORTS JANUARY SALES

IRVINE, Calif., Feb. 3, 2015 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported January U.S. sales of 20,271 vehicles, representing an increase of 7.7 percent versus last year.

“Coming off our best sales year in 20 years, Mazda vehicles sales have continued the positive momentum into 2015,” said Ron Stettner, vice president of sales, MNAO. “Mazda3, Mazda6 and CX-5 all performed very well in January and our dealers’ success is the product of focusing on fundamentals and building Mazda’s brand value with our customers.”

### Key January sales notes:

Mazda [CX-5](#) saw its best January ever with 5,949 vehicles sold and an increase of 19.0 percent YOY. This is the twelfth consecutive month of YOY increases for CX-5 sales.

[Mazda6](#) recorded its best January since 2012 with 3,766 vehicles sold, an increase of 18.7 percent YOY.

[Mazda3](#) performed very well in January 2015 with 7,896 vehicles sold, an increase of 26.7 percent year-over-year (YOY).

[SKYACTIV® TECHNOLOGY](#) proves to be the key between performance and fuel efficiency as customers demand a no-compromise solution. In January 2015, 86.8 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) January sales of 3,437 vehicles, up 18.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported January sales of 4,046 vehicles, up 41.0 percent versus last year, making it the best January in MMdM history and the 24<sup>th</sup> consecutive month of YOY growth.

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> |                |               |              |
|------------|----------------------|----------------|---------------|--------------|---------------------|----------------|---------------|--------------|
|            |                      |                |               |              |                     |                |               |              |
|            | <u>January</u>       | <u>January</u> | <u>%</u>      | <u>% MTD</u> | <u>January</u>      | <u>January</u> | <u>%</u>      | <u>% YTD</u> |
|            | <u>2015</u>          | <u>2014</u>    | <u>Change</u> | <u>DSR</u>   | <u>2015</u>         | <u>2014</u>    | <u>Change</u> | <u>DSR</u>   |
| Mazda2     | 112                  | 907            | (87.7)%       | (88.1)%      | 112                 | 907            | (87.7)%       | (88.1)%      |
| Mazda3     | 7,896                | 6,234          | 26.7%         | 21.8%        | 7,896               | 6,234          | 26.7%         | 21.8%        |
| Mazda5     | 941                  | 1,800          | (47.7)%       | (49.7)%      | 941                 | 1,800          | (47.7)%       | (49.7)%      |
| Mazda6     | 3,766                | 3,172          | 18.7%         | 14.2%        | 3,766               | 3,172          | 18.7%         | 14.2%        |
| MX-5 Miata | 338                  | 212            | 59.4%         | 53.3%        | 338                 | 212            | 59.4%         | 53.3%        |
| RX-8       | -                    | -              | N/A           | N/A          | -                   | -              | N/A           | N/A          |
| CX-5       | 5,949                | 4,998          | 19.0%         | 14.4%        | 5,949               | 4,998          | 19.0%         | 14.4%        |
| CX-7       | -                    | -              | N/A           | N/A          | -                   | -              | N/A           | N/A          |

|                       |               |               |                 |             |               |               |                 |             |
|-----------------------|---------------|---------------|-----------------|-------------|---------------|---------------|-----------------|-------------|
| CX-9                  | 1,269         | 1,490         | (14.8)%         | (18.1)%     | 1,269         | 1,490         | (14.8)%         | (18.1)%     |
| Tribute               | -             | -             | N/A             | N/A         | -             | -             | N/A             | N/A         |
|                       |               |               |                 |             |               |               |                 |             |
| <b>Total Vehicles</b> |               |               |                 |             |               |               |                 |             |
|                       |               |               |                 |             |               |               |                 |             |
| CARS                  | 13,053        | 12,325        | 5.9%            | 1.8%        | 13,053        | 12,325        | 5.9%            | 1.8%        |
| TRUCKS                | <u>7,218</u>  | <u>6,488</u>  | <u>11.3%</u>    | 7.0%        | <u>7,218</u>  | <u>6,488</u>  | <u>11.3%</u>    | 7.0%        |
|                       |               |               |                 |             |               |               |                 |             |
| <b>TOTAL</b>          | <b>20,271</b> | <b>18,813</b> | <b>7.7%</b>     | <b>3.6%</b> | <b>20,271</b> | <b>18,813</b> | <b>7.7%</b>     | <b>3.6%</b> |
|                       |               |               |                 |             |               |               |                 |             |
|                       |               |               |                 |             |               |               |                 |             |
| MEMO:                 |               |               |                 |             |               |               |                 |             |
|                       |               |               |                 |             |               |               |                 |             |
| IMPORT CAR            | 13,052        | 12,326        | 5.9%            |             | 13,052        | 12,326        | 5.9%            |             |
| IMPORT TRUCK          | 7,218         | 6,488         | <u>11.3%</u>    |             | 7,218         | 6,488         | <u>11.3%</u>    |             |
| IMPORT TOTAL          | <b>20,270</b> | <b>18,814</b> | <b>7.7%</b>     |             | <b>20,270</b> | <b>18,814</b> | <b>7.7%</b>     |             |
|                       |               |               |                 |             |               |               |                 |             |
| DOMESTIC CAR          | 1             | (1)           | (200.0)%        |             | 1             | (1)           | (200.0)%        |             |
| DOMESTIC TRUCK        | -             | -             | <u>N/A</u>      |             | -             | -             | <u>N/A</u>      |             |
| DOMESTIC TOTALS       | <b>1</b>      | <b>(1)</b>    | <b>(200.0)%</b> |             | <b>1</b>      | <b>(1)</b>    | <b>(200.0)%</b> |             |
| <b>Selling Days</b>   | <b>26</b>     | <b>25</b>     |                 |             | <b>26</b>     | <b>25</b>     |                 |             |
|                       |               |               |                 |             |               |               |                 |             |
|                       |               |               |                 |             |               |               |                 |             |
| Mazda6-Gas (14+MY)    | 3,765         | 3,173         |                 |             | 3765          | 3173          |                 |             |
| Mazda6-SDN (Pre 14MY) | 1             | -1            |                 |             | 1             | -1            |                 |             |
|                       |               |               |                 |             |               |               |                 |             |
|                       |               |               |                 |             |               |               |                 |             |

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

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