

MAZDA REPORTS FEBRUARY SALES

IRVINE, Calif., March 3, 2015 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported February U.S. sales of 25,650 vehicles, representing an increase of 5.4 percent versus last year. Year-to-date sales through February are up 6.4 percent versus last year, with 45,921 vehicles sold.

“Mazda3 and Mazda6 both performed very well last month and achieved significant year-over-year gains,” said Ron Stettner, vice president of sales, MNAO. “Weather across the country impacted our dealers but we were still able to report a year-over-year increase in overall sales.”

Key February sales notes:

[Mazda6](#) recorded its best February since 2012 with 5,064 vehicles sold, an increase of 28.4 percent YOY. [Mazda3](#) performed very well in February 2015 with 8,874 vehicles sold, an increase of 21.8 percent year-over-year (YOY).

Mazda’s 7-passenger SUV, [CX-9](#), also saw positive sales growth in February with a 5.3 percent increase YOY for a total of 1,677 vehicles sold.

[SKYACTIV® TECHNOLOGY](#) proves to be the key between performance and fuel efficiency as customers demand a no-compromise solution. In February 2015, 83.3 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) February sales of 3,208 vehicles, up 8.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported February sales of 4,067 vehicles, up 42.0 percent versus last year, making it the best February in MMdM history and the 25th 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.

	Month-To-Date				Year-To-Date			
	February	February	%	% MTD	February	February	%	% YTD
	2015	2014	Change	DSR	2015	2014	Change	DSR
Mazda2	80	699	(88.6)%	(89.0)%	192	1,606	(88.0)%	(88.5)%
Mazda3	8,874	7,286	21.8%	17.1%	16,770	13,520	24.0%	19.3%
Mazda5	1,999	1,172	70.6%	64.0%	2,940	2,972	(1.1)%	(4.9)%
Mazda6	5,064	3,945	28.4%	23.4%	8,830	7,117	24.1%	19.3%
MX-5 Miata	511	293	74.4%	67.7%	849	505	68.1%	61.7%
RX-8		–	N/A	N/A	–	–	N/A	N/A
CX-5	7,445	9,353	(20.4)%	(23.5)%	13,394	14,351	(6.7)%	(10.3)%

CX-7	-	-	N/A	N/A	-	-	N/A	N/A
CX-9	1,677	1,593	5.3%	1.2%	2,946	3,083	(4.4)%	(8.1)%
Tribute	-	-	N/A	N/A	-	-	N/A	N/A
Total Vehicles								
CARS	16,528	13,395	23.4%	18.6%	29,581	25,720	15.0%	10.6%
TRUCKS	9,122	10,946	(16.7)%	(19.9)%	16,340	17,434	(6.3)%	(9.9)%
TOTAL	25,650	24,341	5.4%	1.3%	45,921	43,154	6.4%	2.3%
MEMO:								
IMPORT CAR	16,528	13,392	23.4%		29,580	25,718	15.0%	
IMPORT TRUCK	9,122	10,946	(16.7)%		16,340	17,434	(6.3)%	
IMPORT TOTAL	25,650	24,338	5.4%		45,920	43,152	6.4%	
DOMESTIC CAR	-	3	(100.0)%		1	2	(50.0)%	
DOMESTIC TRUCK	-	-	N/A		-	-	N/A	
DOMESTIC TOTALS	-	3	(100.0)%		1	2	(50.0)%	
Selling Days	26	25			52	50		

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