

## MAZDA REPORTS MARCH SALES

IRVINE, Calif., April 1, 2015 /[PRNewswire](#)/ — [Mazda North American Operations](#) (MNAO) today reported March U.S. sales of 32,123 vehicles, representing a decrease of 8.0 percent versus last year. Through March, Mazda has sold 78,044 vehicles year-to-date.

“On the heels of arrivals of the refreshed CX-5 and Mazda6 to dealerships, sales performance accurately reflects the positive changes to both carlines,” said Ron Stettner, vice president of sales, MNAO.

### Key March sales notes:

Combined March sales of Mazda’s sixth-generation vehicles ([Mazda3](#), Mazda6, CX-5) are up 3.0 percent year-over-year and nearly 8.0 percent year-to-date.

The refreshed 2016 [Mazda6](#) recorded its best month of sales since March of 2012 with 7,570 vehicles sold, an increase of 32.1 percent over March of 2014.

March 2015 was the second-best month of sales ever for [CX-5](#) with 10,899 vehicles sold.

[SKYACTIV® TECHNOLOGY](#) proves to be the key between performance and fuel efficiency as customers demand a no-compromise solution. In March 2015, 90.3 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) March sales of 3,630 vehicles, down 16.3 percent YOY.

Mazda Motor de Mexico (MMdM) reported March sales of 4,379 vehicles, up 57.0 percent versus last year, making it the best March in MMdM history and the 26<sup>th</sup> consecutive month of YOY growth. Year-to-date sales for MMdM are up 54.0 percent with 12,515 vehicles sold.

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>			
	<b>March</b>	<b>March</b>	<b>%</b>	<b>% MTD</b>	<b>March</b>	<b>March</b>	<b>%</b>	<b>% YTD</b>
	<b>2015</b>	<b>2014</b>	<b>Change</b>	<b>DSR</b>	<b>2015</b>	<b>2014</b>	<b>Change</b>	<b>DSR</b>
Mazda2	36	2,202	(98.4)%	(98.3)%	228	3,808	(94.0)%	(94.1)%
Mazda3	10,534	10,536	(0.0)%	4.0%	27,304	24,056	13.5%	12.0%
Mazda5	1,063	2,016	(47.3)%	(45.2)%	4,003	4,988	(19.7)%	(20.8)%
Mazda6	7,570	5,730	32.1%	37.4%	16,400	12,847	27.7%	26.0%
MX-5 Miata	532	751	(29.2)%	(26.3)%	1,381	1,256	10.0%	8.5%
CX-5	10,899	11,855	(8.1)%	(4.4)%	24,293	26,206	(7.3)%	(8.5)%
CX-9	1,489	1,813	(17.9)%	(14.6)%	4,435	4,896	(9.4)%	(10.6)%
<b>Total Vehicles</b>								

CARS	19,735	21,235	(7.1)%	(3.3)%	49,316	46,955	5.0%	3.7%
TRUCKS	<u>12,388</u>	<u>13,668</u>	<u>(9.4)%</u>	<u>(5.7)%</u>	<u>28,728</u>	<u>31,102</u>	<u>(7.6)%</u>	<u>(8.8)%</u>
<b>TOTAL</b>	<b>32,123</b>	<b>34,903</b>	<b>(8.0)%</b>	<b>(4.3)%</b>	<b>78,044</b>	<b>78,057</b>	<b>(0.0)%</b>	<b>(1.3)%</b>
MEMO:								
IMPORT CAR	19,733	21,229	(7.0)%		49,313	46,947	5.0%	
IMPORT TRUCK	12,388	13,668	<u>(9.4)%</u>		28,728	31,102	<u>(7.6)%</u>	
IMPORT TOTAL	<b>32,121</b>	<b>34,897</b>	<b>(8.0)%</b>		<b>78,041</b>	<b>78,049</b>	<b>(0.0)%</b>	
DOMESTIC CAR	2	6	(66.7)%		3	8	(62.5)%	
DOMESTIC TRUCK			<u>N/A</u>				<u>N/A</u>	
DOMESTIC TOTALS	<b>2</b>	<b>6</b>	<b>(66.7)%</b>		<b>3</b>	<b>8</b>	<b>(62.5)%</b>	
<b><u>Selling Days</u></b>	<b>25</b>	<b>26</b>			<b>77</b>	<b>76</b>		

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