

## MAZDA REPORTS BEST APRIL IN 20 YEARS

IRVINE, Calif., May 1, 2015 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported April U.S. sales of 24,123 vehicles, representing an increase of 7.5 percent versus last year. Through April, Mazda has sold 102,167 vehicles year-to-date.

“It is often said at Mazda that this business isn’t a sprint, but a marathon, and our sixth-generation vehicles prove that a steady pace will establish growth and build our brand,” said Ron Stettner, vice president of sales, MNAO. “Sixth-generation vehicle sales combine to be up 14.0 percent year-over-year and we continue to focus on the quality of our sales.”

### Key April 2015 sales notes:

Setting a 20-year record, Mazda tallied 24,123 vehicles sold for April 2015 and year-over-year sales up 7.5 percent.

Mazda6 sales for April 2015 are up 30.9 percent YOY, establishing the best April for Mazda6 since 2006 with 4,995 vehicles sold.

Mazda CX-5 continues to be a favorite and set a record for its best April ever with 8,960 vehicles sold, representing an increase of 31.1 percent YOY.

Mazda’s outstanding sixth-generation vehicles (Mazda3, Mazda6, CX-5) have combined YTD sales up 9.2 percent and for the month of April are up 14.2 percent YOY.

As sixth-generation vehicle sales grow so does [SKYACTIV® TECHNOLOGY](#). Mazda’s no-compromise solution to driving performance and fuel efficiency has proven to be an affordable and beneficial solution for consumers. In April 2015, 91.0 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY. Sales are up 14.0 percent YOY.

Mazda reported [Certified Pre-Owned](#) (CPO) April sales of 3,403 vehicles, up 3.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported April sales of 4,288 vehicles, up 62.0 percent versus last year, making it the best April in MMdM history and the 27<sup>th</sup> consecutive month of YOY growth. Year-to-date sales for MMdM are up 56.0 percent with 16,809 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>			
	April	April	%	% MTD	April	April	%	% YTD
	<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	21	752	(97.2)%	(97.2)%	249	4,560	(94.5)%	(94.6)%
Mazda3	8,006	8,586	(6.8)%	(6.8)%	35,310	32,642	8.2%	7.1%
Mazda5	436	664	(34.3)%	(34.3)%	4,439	5,652	(21.5)%	(22.2)%
Mazda6	4,995	3,817	30.9%	30.9%	21,395	16,664	28.4%	27.1%
MX-5 Miata	384	465	(17.4)%	(17.4)%	1,765	1,721	2.6%	1.6%
CX-5	8,960	6,835	31.1%	31.1%	33,253	33,041	0.6%	(0.3)%

CX-7	-	1	(100.0)%	(100.0)%	-	1	(100.0)%	(100.0)%
CX-9	1,321	1,314	0.5%	0.5%	5,756	6,210	(7.3)%	(8.2)%
<b>Total Vehicles</b>								
CARS	13,842	14,284	(3.1)%	(3.1)%	63,158	61,239	3.1%	2.1%
TRUCKS	<u>10,281</u>	<u>8,150</u>	<u>26.1%</u>	26.1%	<u>39,009</u>	<u>39,252</u>	<u>(0.6)%</u>	(1.6)%
<b>TOTAL</b>	<b>24,123</b>	<b>22,434</b>	<b>7.5%</b>	<b>7.5%</b>	<b>102,167</b>	<b>100,491</b>	<b>1.7%</b>	<b>0.7%</b>
MEMO:								
IMPORT CAR	13,842	14,291	(3.1)%		63,155	61,238	3.1%	
IMPORT TRUCK	10,281	8,150	<u>26.1%</u>		39,009	39,252	<u>(0.6)%</u>	
IMPORT TOTAL	<b>24,123</b>	<b>22,441</b>	<b>7.5%</b>		<b>102,164</b>	<b>100,490</b>	<b>1.7%</b>	
DOMESTIC CAR	-	(7)	(100.0)%		3	1	200.0%	
DOMESTIC TRUCK	-	-	N/A		-	-	N/A	
DOMESTIC TOTALS	-	<b>(7)</b>	<b>(100.0)%</b>		<b>3</b>	<b>1</b>	<b>200.0%</b>	
<b>Selling Days</b>	<b>26</b>	<b>26</b>			<b>103</b>	<b>102</b>		
Mazda6-Gas (14+MY)	4,995	3,824			21392	16663		
Mazda6-SDN (Pre 14MY)	0	-7			3	1		

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

SOURCE Mazda North American Operations

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