

## MAZDA REPORTS JULY SALES

IRVINE, Calif., Aug. 3, 2015 /PRNewswire/ — Mazda North American Operations (MNAO) today reported U.S. sales for July 2015 of 27,157 vehicles, representing a 7.1-percent decrease versus July 2014. Through July, Mazda has sold 186,153 vehicles year-to-date, representing a year-over-year increase.

“July saw the sell down of Mazda2 and Mazda5 almost complete and the crossing over of the start of sales for CX-3 and MX-5 Miata, making it a transitional month,” said Ron Stettner, VP, sales, MNAO. “We have high expectations for the new subcompact SUV segment that CX-3 plays in, as well as the arrival of the newest version of the world’s best-selling sportscar – the MX-5 Miata – and look for both to bolster sales for Mazda and the industry through the balance of the year.”

### Key July 2015 sales notes:

Mazda3 recorded its best July since 2010 at 9,504 (2010 July sales were 9,389).

The all-new 2016 Mazda MX-5 Miata went on sale in July, contributing to MX-5’s best July since 2008 at 1,130 units (2008 sales were 1,181).

Mazda CX-5 recorded its best July ever with 9,530 vehicles sold.

Combined sales of Mazda’s sixth-generation vehicles (Mazda3, Mazda6, MX-5 Miata and CX-5) were up 7.9 percent YOY and 4.5 percent YTD.

As the company’s sixth-generation of 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 July 2015, 90.3 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) July sales of 3,437 vehicles, down 5.5 percent YOY.

Mazda Motor de Mexico (MMdM) reported July sales of 4,482 vehicles, up 24.0 percent versus last year, making it the best June in MMdM history and the 30<sup>th</sup> consecutive month of YOY growth. Year-to-date sales for MMdM are up 46.0 percent with 30,429 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 nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com)

|        | Month-To-Date |       |         |         | Year-To-Date |        |         |         |
|--------|---------------|-------|---------|---------|--------------|--------|---------|---------|
|        | July          | July  | %       | % MTD   | July         | July   | %       | % YTD   |
|        | 2015          | 2014  | Change  | DSR     | 2015         | 2014   | Change  | DSR     |
| Mazda2 | 10            | 2,075 | (99.5)% | (99.5)% | 283          | 10,032 | (97.2)% | (97.2)% |
| Mazda3 | 9,504         | 9,381 | 1.3%    | 1.3%    | 64,382       | 61,529 | 4.6%    | 4.1%    |
| Mazda5 | 551           | 1,547 | (64.4)% | (64.4)% | 6,835        | 8,762  | (22.0)% | (22.4)% |
| Mazda6 | 4,841         | 5,046 | (4.1)%  | (4.1)%  | 37,148       | 31,964 | 16.2%   | 15.6%   |

|                       |               |               |               |               |                |                |             |               |
|-----------------------|---------------|---------------|---------------|---------------|----------------|----------------|-------------|---------------|
| MX-5 Miata            | 1,130         | 399           | 183.2%        | 183.2%        | 3,784          | 3,062          | 23.6%       | 22.9%         |
| RX-8                  |               | -             | N/A           | N/A           | -              | -              | N/A         | N/A           |
| CX-5                  | 9,530         | 9,109         | 4.6%          | 4.6%          | 62,873         | 59,384         | 5.9%        | 5.3%          |
| CX-7                  | -             |               | N/A           | N/A           | -              | 1              | (100.0)%    | (100.0)%      |
| CX-9                  | 1,591         | 1,678         | (5.2)%        | (5.2)%        | 10,848         | 10,931         | (0.8)%      | (1.3)%        |
| Tribute               | -             | -             | N/A           | N/A           | -              | -              | N/A         | N/A           |
|                       |               |               |               |               |                |                |             |               |
| <b>Total Vehicles</b> |               |               |               |               |                |                |             |               |
|                       |               |               |               |               |                |                |             |               |
|                       |               |               |               |               |                |                |             |               |
| CARS                  | 16,036        | 18,448        | (13.1)%       | (13.1)%       | 112,432        | 115,349        | (2.5)%      | (3.1)%        |
| TRUCKS                | 11,121        | 10,787        | 3.1%          | 3.1%          | 73,721         | 70,316         | 4.8%        | 4.3%          |
|                       |               |               |               |               |                |                |             |               |
| <b>TOTAL</b>          | <b>27,157</b> | <b>29,235</b> | <b>(7.1)%</b> | <b>(7.1)%</b> | <b>186,153</b> | <b>185,665</b> | <b>0.3%</b> | <b>(0.3)%</b> |
|                       |               |               |               |               |                |                |             |               |
|                       |               |               |               |               |                |                |             |               |
| <b>Selling Days</b>   | <b>26</b>     | <b>26</b>     |               |               | <b>180</b>     | <b>179</b>     |             |               |
|                       |               |               |               |               |                |                |             |               |

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