

MAZDA REPORTS AUGUST SALES; POSTS RECORD MX-5 MONTH

IRVINE, Calif., Sept. 1, 2015 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported August U.S. sales of 29,938 vehicles, representing a decrease of 4.4 percent versus last year. Year-to-date (YTD), Mazda has sold 216,091 vehicles.

Key August 2015 sales notes:

Fluctuating global financial markets, in combination with an absent Labor Day selling weekend, resulted in decreased YOY sales.

[MX-5](#) had its best August since 2006 (1,451 units) with 1,344 vehicles, an increase of 254.6 percent YOY (379 in August 2014). This is the first whole month of sales for the all-new 2016 MX-5.

Mazda's all-new [CX-3](#) sold 698 vehicles. It began arriving in dealers in mid-August.

Mazda [CX-5](#) had its second-best August with 10,033 vehicles sold.

[Mazda3](#) sales in August 2015 achieved 10,161 vehicles.

August [Mazda6](#) sales reached 5,402 units.

Mazda's outstanding sixth-generation vehicles (Mazda3, Mazda6, MX-5, CX-3 and CX-5) have combined YTD sales up 6.4 percent.

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 August 2015, 89.4 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) August sales of 3,296 vehicles, down 26.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported August sales of 4,571 vehicles, up 28.0 percent versus last year, making it the best August in MMdM history and the 31st consecutive month of YOY growth. Year-to-date sales for MMdM are up 43.0 percent with 35,000 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>			
	<u>August</u>	<u>August</u>	<u>%</u>	<u>% MTD</u>	<u>August</u>	<u>August</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	5	1,080	(99.5)%	(99.5)%	288	11,112	(97.4)%	(97.4)%
Mazda3	10,161	10,871	(6.5)%	(2.9)%	74,543	72,400	3.0%	3.0%
Mazda5	542	724	(25.1)%	(22.3)%	7,377	9,486	(22.2)%	(22.2)%
Mazda6	5,402	5,631	(4.1)%	(0.4)%	42,550	37,598	13.2%	13.2%
MX-5 Miata	1,344	379	254.6%	268.3%	5,128	3,441	49.0%	49.0%
RX-8		–	N/A	N/A	–	–	N/A	N/A
CX-3	698		N/A	N/A	698		N/A	N/A

CX-5	10,033	10,709	(6.3)%	(2.7)%	72,906	70,093	4.0%	4.0%
CX-7	-	-	N/A	N/A	-	1	(100.0)%	(100.0)%
CX-9	1,753	1,911	(8.3)%	(4.7)%	12,601	12,842	(1.9)%	(1.9)%
Tribute	-	-	N/A	N/A	-	-	N/A	N/A
Total Vehicles								
CARS	17,454	18,685	(6.6)%	(3.0)%	129,886	134,037	(3.1)%	(3.1)%
TRUCKS	12,484	12,620	(1.1)%	2.7%	86,205	82,936	3.9%	3.9%
TOTAL	29,938	31,305	(4.4)%	(0.7)%	216,091	216,973	(0.4)%	(0.4)%
MEMO:								
IMPORT CAR	17,452	18,685	(6.6)%		129,880	134,031	(3.1)%	
IMPORT TRUCK	11,786	12,620	(6.6)%		86,205	82,936	3.9%	
IMPORT TOTAL	29,238	31,305	(6.6)%		216,085	216,967	(0.4)%	
Selling Days	26	27			206	206		

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

SOURCE Mazda North American Operations

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<https://news.mazdausa.com/2015-09-01-august-sales-posts-record-mx-5-month>