

MAZDA REPORTS BEST SEPTEMBER SALES IN 21 YEARS

IRVINE, Calif., Oct. 1, 2015 /[PRNewswire](#)/ — Mazda North American Operations (MNAO) today reported best September U.S. sales since 1994 with 25,616 vehicles, representing an increase of 6.8 percent versus last year. September 1994 sales were 30,735. Year-to-date (YTD), Mazda has sold 241,701 vehicles.

Key September 2015 sales notes:

Mazda CX-5 had its best September ever with 9,107 vehicles sold. YOY sales up 12.5 percent (8,097 vehicles sold in September 2014). Inventory challenges faced during August were addressed, leading to the record sales result.

Mazda's all-new CX-3 sold 1,340 vehicles. This was the first full month of sales.

Mazda CX-9 had its best September sales since 2012 with 1,559 vehicles sold, representing an increase of 27.1 percent YOY.

Continued sales success of the all-new 2016 MX-5 resulted in the best September since 2007 with 940 vehicles sold, an increase of 127.1 percent YOY.

Mazda6 had its best September sales since 2004 with 4,528 vehicles sold. YOY increase is 6.2 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 September 2015, 90.2 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported Certified Pre-Owned (CPO) September sales of 3,162 vehicles, down 10.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported September sales of 4,434 vehicles, up 31.0 percent versus last year, making it the best September in MMdM history and the 32nd consecutive month of YOY growth. Year-to-date sales for MMdM are up 42.0 percent with 39,435 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.

Month-To-Date

Year-To-Date

September

September

%

% MTD

September

September

%

% YTD

2015

2014

Change

DSR

2015

2014

Change

DSR

Mazda2

4

1,585

(99.7)%

(99.8)%

292

12,697

(97.7)%

(97.7)%

Mazda3

7,757

7,859

(1.3)%

(5.2)%

82,300

80,259

2.5%

2.1%

Mazda5

381

535

(28.8)%

(31.6)%

7,758

10,021

(22.6)%

(22.9)%

Mazda6

4,528

4,263

6.2%

2.0%

47,072

41,855

12.5%

12.0%

MX-5 Miata

940

414

127.1%

118.0%

6,068

3,855

57.4%

56.7%

CX-3

1,340

N/A

N/A

2,038

-

N/A

N/A

CX-5

9,107

8,097

12.5%

8.0%

82,013

78,190

4.9%

4.4%

CX-9

1,559

1,227

27.1%

22.0%

14,160

14,069

0.6%

0.2%

Total Vehicles

CARS

13,610

14,656

(7.1)%

(10.9)%

143,490

148,687

(3.5)%

(3.9)%

TRUCKS

12,006

9,324

28.8%

23.6%

98,211

92,260

6.5%

6.0%

TOTAL

25,616

23,980

6.8%

2.5%

241,701

240,947

0.3%

(0.1)%

MEMO:

IMPORT CAR

13,610

14,655

(7.1)%

143,490

148,687

(3.5)%

IMPORT TRUCK

12,006

9,324

28.8%

98,211

92,260

6.5%

IMPORT TOTAL

25,616

23,980

6.8%

241,701

240,947

0.3%

Selling Days

25

24

231

230

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

SOURCE Mazda North American Operations

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<https://news.mazdausa.com/2015-10-01-Mazda-Reports-Best-September-Sales-in-21-years>