

# MAZDA REPORTS BEST OCTOBER SALES IN 21 YEARS WITH 35.4 PERCENT SALES INCREASE

## OCTOBER U.S. SALES UP 35.4 PERCENT VERSUS LAST YEAR

Mazda North American Operations reported October U.S. sales of 25,451 vehicles, representing an increase of 35.4 percent versus last year. Year-to-date (YTD), Mazda has sold 267,158 vehicles.

### Key October sales notes:

Mazda [CX-5](#) had its best October ever with 9,264 vehicles sold. YOY sales up 54.6 percent (5,991 vehicles sold in October 2014).

Mazda's all-new [CX-3](#) sold 1,382 vehicles. This is CX-3's second full month of sales.

Mazda [CX-9](#) had its best October sales since 2011 with 1,484 vehicles sold, representing an increase of 19.6 percent YOY (1,241 CX-9s were sold in October 2014).

Continued sales success of the all-new 2016 [MX-5](#) resulted in the best October since 2005 with 1,085 vehicles sold, an increase of 276.7 percent YOY.

[Mazda3](#) had its best October since 2012 with 8,342 vehicles sold, an increase of 15.1 percent YOY.

[Mazda6](#) had its best October sales since 2008 with 3,563 vehicles sold. YOY increase is 13.1 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 October 2015, 91.5 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) October sales of 3,123 vehicles, down 11.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported October sales of 4,698 vehicles, up 25.0 percent versus last year, making it the best October in MMdM history and the 33<sup>rd</sup> consecutive month of YOY growth. Year-to-date sales for MMdM are up 40.0 percent with 44,133 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		
	October 2015	October 2014	% Change	% MTD DSR	October 2015	October 2014	%Change	% YTD DSR
Mazda2	1	457	(99.8)%	(99.9)%	293	13,154	(97.8)%	(97.8)%
Mazda3	8,342	7,246	15.1%	11/0%	90,642	87,505	3.6 %	2.8%
Mazda5	330	426	(22.5)%	(25.3)%	8,088	10,447	(22.6)%	(23.2)%
Mazda6	3,563	3,149	13.1%	9.1%	50,640	45,010	12.5%	11.6%
MX-5 Miata	1,085	288	276.7%	263.3%	7,153	4,143	72.7%	71.3%
CX-3	1,382	N/A	N/A	3,420	—	N/A	N/A	
CX-5	9,264	5,991	54.6%	49.1%	91,277	84,181	8.4%	7.6%
Cx-9	1,484	1,241	19.6%	15.3%	15,644	15,310	2.2%	1.4%
<b>Total Vehicles</b>								
CARS	13,321	15.2%	11.1%	156,816	156,816	160,259	(2.1)%	(2.9)%
TRUCKS	12,310	67.7%	61.7%	110,342	99,492	99,492	10.9%	10.0 %

<b>TOTAL</b>	<b>25,451</b>	<b>35.4%</b>	<b>30.6%</b>	<b>267,158</b>	<b>259,751</b>	<b>259,751</b>	<b>2.9%</b>	<b>2.1%</b>
MEMO:								
IMPORT CAR	13,321	11,566	15.2%		106,176	115,249	(7.9)%	
IMPORT TRUCK	12,130	7,232	67.7%		110,342	99,492	10.9%	
<b>IMPORT TOTAL</b>	<b>25,451</b>	<b>18,798</b>	<b>35.4%</b>		<b>216,518</b>	<b>214,741</b>	<b>0.8%</b>	
Selling Days								
<b>Selling Days</b>	<b>28</b>	<b>27</b>			<b>259</b>	<b>257</b>		

SOURCE Mazda North American Operations

For further information: Nick Beard, Mazda North American Operations, (714) 656-6748, or Eric Booth, Mazda North American Operations, (562) 252-6036

<https://news.mazdausa.com/2015-11-01-mazda-reports-best-october-sales-in-21-years>