

MAZDA REPORTS 18.1 PERCENT SALES INCREASE IN DECEMBER, BEST ANNUAL SALES IN 20 YEARS

IRVINE, Calif., Jan. 5, 2016 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported December U.S. sales of 29,294 vehicles, an increase of 18.1 percent versus December 2014 and the best December since 1994. The company also reported calendar year (CY) 2015 total (combined fleet and retail) sales in the U.S. of 319,184, up 4.4 percent over 2014 and the best result since 1994 (20 years). MNAO retail-only sales reached 290,918 units, representing an increase of 4.3 percent over 2014, and again, this represents the best retail sales year since 1994, further showing the company's reduced reliance on fleet sales.

Key December and CY2015 sales notes:

Mazda reported sales of 29,294 in December 2015. This represents an increase of 18.1 percent year-over-year (YOY).

MNAO achieved its best combined fleet and retail year of sales since 1994 with a total of 319,184 vehicles sold. In 1994, MNAO sold 375,416 units.

For historical reference, MNAO's best-ever sales year was 1986, with 379,883 sales.

MNAO achieved its best retail-only sales year since 1994 with 290,918 units. In 1994, MNAO sold 310,985 vehicles to retail customers.

Mazda [CX-5](#) had its best December ever with 11,417 vehicles sold. YOY, CX-5 sales were up 47.9 percent (7,721 vehicles sold in December 2014). CY2015 was the first time CX-5 eclipsed more than 100,000 (111,450) sales and it was the best-selling Mazda in the United States for the CY.

Mazda's all-new [CX-3](#) sold 1,663 vehicles. This is CX-3's best month of sales since it launched in August. Continued sales success of the all-new 2016 [MX-5](#) Miata resulted in the best December since 2007, with 706 vehicles sold representing an increase of 86.8 percent YOY. The 2016 MX-5 launched in July. Total CY2015 sales were 8,591, the best total sales since 2008.

[Mazda3](#) had its best December since 2012 with 9,838 vehicles sold, an increase of 1.2 percent YOY. Total CY2015 sales equals 107,885, the best since 2012.

CY2015 sales for Mazda6 were 57,897, the best calendar year of sales since 2006.

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 December 2015, 94.1 percent of Mazdas sold were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) December sales of 3,391 vehicles, down 10.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported December sales of 8,213 vehicles, up 58.0 percent versus last year, making it the best December in MMdM history and the 35th consecutive month of YOY growth. Total CY2015 sales for MMdM equated to 57,394 vehicles, representing an increase of 40.0 percent when compared to 2014. This is MMdM's best calendar year of sales ever.

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.

	Month-To-Date				Year-To-Date			
	December	December	%	% MTD	December	December	%	% YTD
	2015	2014	Change	DSR	2015	2014	Change	DSR
Mazda2	1	159	(99.4)%	(99.4)%	297	13,615	(97.8)%	(97.8)%
Mazda3	10,828	10,710	1.1%	1.6%	107,885	104,085	3.8%	3.1%

Mazda3	9,050	9,719	1.2%	(0.0)%	107,003	104,503	2.0%	2.1%
Mazda5	299	759	(60.6)%	(63.4)%	8,609	11,613	(25.9)%	(26.3)%
Mazda6	4,168	4,323	(3.6)%	(10.5)%	57,897	53,224	8.8%	8.1%
MX-5 Miata	706	378	86.8%	73.4%	8,591	4,745	81.1%	79.9%
CX-3	1,663		N/A	N/A	6,406	-	N/A	N/A
CX-5	11,417	7,721	47.9%	37.3%	111,450	99,122	12.4%	11.7%
CX-9	1,202	1,749	(31.3)%	(36.2)%	18,048	18,496	(2.4)%	(3.1)%
Tribute	-		N/A	N/A	-	-	N/A	N/A
Total Vehicles								
CARS	15,012	15,338	(2.1)%	(9.1)%	183,279	188,182	(2.6)%	(3.2)%
TRUCKS	<u>14,282</u>	<u>9,470</u>	<u>50.8%</u>	40.0%	<u>135,905</u>	<u>117,619</u>	<u>15.5%</u>	14.8%
TOTAL	29,294	24,808	18.1%	9.6%	319,184	305,801	4.4%	3.7%
MEMO:								
IMPORT CAR	15,012	15,338	(2.1)%		125,382	134,958	(7.1)%	
IMPORT TRUCK	14,282	9,470	<u>50.8%</u>		135,905	117,619	<u>15.5%</u>	
IMPORT TOTAL	29,294	24,808	18.1%		261,287	252,577	3.4%	
Selling Days	28	26			310	308		

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

SOURCE Mazda North American Operations

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<https://news.mazdausa.com/2016-01-05-Mazda-Reports-18-1-Percent-Sales-Increase-in-December-Best-Annual-Sales-in-20-Years>