

## MAZDA REPORTS JANUARY SALES

### CX-5 AND MX-5 EXPERIENCE RECORD JANUARY SALES

IRVINE, Calif., Feb. 2, 2016 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported January U.S. sales of 19,703 vehicles, representing a decrease of 2.8 percent versus last year.

#### Key January sales notes:

Mazda [CX-5](#) had its best January ever with 7,063 vehicles sold, representing an increase of 18.7 percent year-over-year (YOY).

[MX-5](#) accounted for 560 units sold in January and is up 65.4 percent YOY. This is the best January sales for MX-5 since 2008.

Mazda [CX-3](#) had 1,375 vehicles sold in January 2016. This all-new segment and model for Mazda continues to outperform sales expectations.

January sales are the best ever for Mazda's SUVs. Between CX-3, CX-5 and CX-9, Mazda sold 8,950 vehicles, an increase of 24.0 percent YOY. Much of this increase in winter sales has to do with the outstanding performance of i-ACTIV AWD currently available on the CX-3 and CX-5.

[SKYACTIV® TECHNOLOGY](#) proves to be the key between performance and fuel efficiency as customers demand a no compromise solution. More than 95.0 percent of Mazdas sold in January were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) January sales of 2,596 vehicles, down 24.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported January sales of 5,850 vehicles, up 44.0 percent versus last year, making it the best January in MMdM history and the 36<sup>th</sup> consecutive month of YOY growth.

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).

	<u>Month-To-Date</u>				<u>Year-To-Date</u>			
	January	January	%	% MTD	January	January	%	% YTD
	<u>2016</u>	<u>2015</u>	<u>Change</u>	<u>DSR</u>	<u>2016</u>	<u>2015</u>	<u>Change</u>	<u>DSR</u>
Mazda2	–	112	(100.0)%	(100.0)%	–	112	(100.0)%	(100.0)%
Mazda3	7,551	7,896	(4.4)%	3.6%	7,551	7,896	(4.4)%	3.6%
Mazda5	70	941	(92.6)%	(91.9)%	70	941	(92.6)%	(91.9)%
Mazda6	2,572	3,766	(31.7)%	(26.0)%	2,572	3,766	(31.7)%	(26.0)%
MX-5 Miata	560	338	65.7%	79.5%	560	338	65.7%	79.5%
CX-3	1,375		N/A	N/A	1,375	–	N/A	N/A
CX-5	7,063	5,949	18.7%	28.6%	7,063	5,949	18.7%	28.6%

CX-9	512	1,269	(59.7)%	(56.3)%	512	1,269	(59.7)%	(56.3)%
<b>Total Vehicles</b>								
CARS	10,753	13,053	(17.6)%	(10.8)%	10,753	13,053	(17.6)%	(10.8)%
TRUCKS	<u>8,950</u>	<u>7,218</u>	<u>24.0%</u>	34.3%	<u>8,950</u>	<u>7,218</u>	<u>24.0%</u>	34.3%
<b>TOTAL</b>	<b>19,703</b>	<b>20,271</b>	<b>(2.8)%</b>	<b>5.3%</b>	<b>19,703</b>	<b>20,271</b>	<b>(2.8)%</b>	<b>5.3%</b>
MEMO:								
DOMESTIC CAR	-	1	(100.0)%		-	1	(100.0)%	
IMPORT CAR	10,753	13,053	(17.6)%		10,753	13,053	(17.6)%	
IMPORT TRUCK	8,950	7,218	<u>24.0%</u>		8,950	7,218	<u>24.0%</u>	
IMPORT TOTAL	<b>19,703</b>	<b>20,271</b>	<b>(2.8)%</b>		<b>19,703</b>	<b>20,271</b>	<b>(2.8)%</b>	
<b>Selling Days</b>	<b>24</b>	<b>26</b>			<b>24</b>	<b>26</b>		

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

SOURCE Mazda North American Operations

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<https://news.mazdausa.com/2016-02-02-Mazda-Reports-January-Sales>