

MAZDA REPORTS FEBRUARY SALES

IRVINE, Calif., March 1, 2016 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) today reported February U.S. sales of 21,544 vehicles, representing a decrease of 16.0 percent versus last year. Year-to-date sales through February are down 10.2 percent versus last year, with 41,247 vehicles sold.

Key February sales notes:

The [2016 MX-5](#) has continued its sales growth with 759 vehicles sold, an increase of 48.5 percent YOY and the best February for MX-5 since 2008.

In its sixth full month of sales, Mazda [CX-3](#) celebrated its best month ever with 1,793 vehicles sold.

Mazda [CX-5](#) had its second-best February ever with 7,579 vehicles sold and an increase of 1.8 percent YOY.

Mazda's predictive i-ACTIV all-wheel drive (AWD) has made up approximately 62.0 percent of CX-3 and CX-5 sales thus far in 2016. This same system will be available on the all-new CX-9 when it goes on sale this spring.

[SKYACTIV® TECHNOLOGY](#) proves to be the key between performance and fuel efficiency as customers demand a no-compromise solution. More than 96.0 percent of Mazdas sold in February were equipped with SKYACTIV TECHNOLOGY.

Mazda reported [Certified Pre-Owned](#) (CPO) February sales of 3,016 vehicles, down 6.0 percent YOY.

Mazda Motor de Mexico (MMdM) reported February sales of 4,139 vehicles, up 2.0 percent versus last year, making it the best February in MMdM history and the 37th consecutive month of YOY growth. Year-to-date sales for MMdM are up 23.0 percent with 9,989 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.

	<u>Month-To-Date</u>				<u>Year-To-Date</u>			
	February	February	%	% MTD	February	February	%	% 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	–	80	(100.0)%	(100.0)%	–	192	(100.0)%	(100.0)%
Mazda3	7,275	8,874	(18.0)%	(18.0)%	14,826	16,770	(11.6)%	(7.9)%
Mazda5	60	1,999	(97.0)%	(97.0)%	130	2,940	(95.6)%	(95.4)%
Mazda6	3,617	5,064	(28.6)%	(28.6)%	6,189	8,830	(29.9)%	(27.0)%
MX-5 Miata	759	511	48.5%	48.5%	1,319	849	55.4%	61.8%
CX-3	1,793	–	N/A	N/A	3,168	–	N/A	N/A
CX-5	7,579	7,445	1.8%	1.8%	14,642	13,394	9.3%	13.9%
CX-9	1,451	1,677	(13.5)%	(13.5)%	6,723	7,046	(4.6)%	(6.5)%

CARS	11,401	11,077	(2.9)%	(2.5)%	975	2,940	(67.0)%	(63.0)%
Total Vehicles								
CARS	11,711	16,528	(29.1)%	(29.1)%	22,464	29,581	(24.1)%	(20.9)%
TRUCKS	<u>9,833</u>	<u>9,122</u>	<u>7.8%</u>	7.8%	<u>18,783</u>	<u>16,340</u>	<u>15.0%</u>	19.7%
TOTAL	21,544	25,650	(16.0)%	(16.0)%	41,247	45,921	(10.2)%	(6.4)%
Selling Days	24	24			48	50		

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

SOURCE Mazda North American Operations

<https://news.mazdausa.com/2016-03-01-mazda-reports-february-2016-sales>