MAZDA REPORTS OCTOBER SALES

IRVINE, Calif. (November 1, 2016) –Mazda North American Operations (MNAO) today reported October U.S. sales of 22,711 vehicles, representing a decrease of 10.8 percent versus last year. Given that there were 26 selling days this October, versus 28 last year, sales were down 3.9 percent on a daily selling-rate (DSR) basis. Year-to-date sales through October are 246,978 vehicles.

Key October sales notes:

- Sales of the Mazda CX-3 remained strong in the month of October with 1,550 vehicles sold, resulting in an increase of 12.2 percent over October of last year.
- Following a record sales month in September, total year-to-date sales of theMazda CX-5 sit at 91,381 units, with 8,942 vehicles sold in the month of October.
- The all-new Mazda CX-9 continues to post strong year-over-year results with 1,842 vehicles sold in October. This represents an increase of 24.1 percent year-over-year (YOY).
- Total sales of Mazda's CX crossover SUVs in October were 12,334 vehicles, marking a steady increase of 1.7 percent YOY and representing 54.3 percent of total sales.
- Mazda reported Certified Pre-Owned (CPO) sales of 2,507 vehicles, down 19.7 percent YOY.

Mazda Motor de Mexico (MMdM) reported October sales of 4,394 vehicles, down 6.5 percent versus October of last year. Year-to-date sales for MMdM are 43,053 vehicles sold.

Mazda North American Operations is headquartered in Irvine, California, 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 InsideMazda.MazdaUSA.com/Newsroom

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