



For Immediate Release

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Mazda Sales Increase 4.9 Percent in March

- Fourth-Generation MX-5 Miata Records Best-Ever Sales Month -

IRVINE, Calif. (April 3, 2017) – Mazda North American Operations today reported March U.S. sales of 24,549 vehicles, representing an increase of 4.9 percent versus March of last year. With an equal amount of selling days in 2017 as in 2016, year-to-date sales through March are up 6.8 percent versus last year, with 69,071 vehicles sold.

Key March sales notes:

- The Mazda MX-5 posted its best March since 2008 with 1,345 vehicles sold. Combined MX-5 RF and soft top sales are up 23.4 percent year-over-year, representing the fourth-generation MX-5's best-ever sales month since going on sale in June 2015.
- Mazda CX-9 roared to an impressive March, recording 2,550 sales. With a 2079.5-percent YOY increase, this represents CX-9's best March since 2013.
- Sales of the outgoing 2016.5 CX-5 recorded a modest 5.5-percent decline with 8,470 vehicles sold. The all-new 2017 CX-5 began arriving at dealerships nationwide during the last week in March.
- Total sales of Mazda's CX crossover SUV line, including the CX-3, CX-5 and CX-9, were up 13.3 percent YOY with 12,271 vehicles sold in the month of March. When making purchase decisions regarding crossover SUVs, a majority of Mazda customers continue to choose the AWD option, with 62.2 percent of CX-line vehicles sold in March being equipped with predictive i-ACTIV All-Wheel Drive.

Mazda Motor de Mexico (MMdM) reported March sales of 4,061 vehicles, flat versus March of last year.



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 more than 600 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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