



For Immediate Release

Contact: Jacob Brown, Mazda North American Operations, 949-727-6751  
Eric Booth, Mazda North American Operations, 949-727-6144

## **Mazda Reports April Sales**

*- Mazda CX-5 Compact Crossover SUV Has Best-Ever April Sales -*

IRVINE, Calif. (May 2, 2017) – Mazda North American Operations today reported April U.S. sales of 24,164 vehicles, representing a decrease of 7.8 percent versus April of last year. With 26 selling days in April 2017 versus 27 year-over-year in 2016, the adjusted daily sales rate is down 4.2 percent. Year-to-date sales through April are up 2.6 percent versus last year, with 93,235 vehicles sold.

### Key April sales notes:

- A mix of both all-new 2017 Mazda CX-5 compact crossover SUVs and previous-generation models led to the nameplate's best April sales of all time with 11,334 sold. This represents a YOY increase of 28.4 percent during the 2017 CX-5's first full month of sales.
- The midsize, three-row Mazda CX-9 continues to build momentum, tallying 2,134 sales. This represents CX-9's best April since 2011 when it posted 2,750 sales.
- MX-5 Miata soft top and MX-5 RF retractable fastback sales continue to be strong, with 1,319 sold, a YOY increase of 21.5 percent. This represents MX-5's best April since 2008 when sales totaled 1,441 MX-5s.
- Total sales of Mazda's CX crossover SUV line, including the CX-3, CX-5 and CX-9, were up 40.5 percent YOY with 14,615 vehicles sold in the month of April. When making purchase decisions regarding crossover SUVs, a majority of Mazda customers continue to choose the AWD option, with 62.1 percent of CX-line vehicles sold in April being equipped with predictive i-ACTIV All-Wheel Drive.

Mazda Motor de Mexico (MMdM) reported April sales of 3,830 vehicles, up 5 percent YOY.



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](http://InsideMazda.MazdaUSA.com/Newsroom).

# # #