



For Immediate Release

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Mazda Reports August Sales

- Mirroring Changes in Customer Tastes Across the Industry, Momentum Continues for Mazda's Crossover SUV Line as CX-5 Posts Record Sales for Fifth Month in a Row -

IRVINE, Calif. (September 1, 2017) – [Mazda North American Operations](#) (MNAO) today reported total August U.S. sales of 25,846 vehicles, representing a decrease of 1.0 percent versus August of last year. Year-to-date sales through August are down 2.4 percent versus last year, with 194,559 vehicles sold. With 27 selling days in August 2017, versus 26 the year prior, on a Daily Selling Rate (DSR) basis, the company posted a decrease of 4.7 percent.

Key August sales notes:

- Mazda CX-5 continued its sales streak, posting its fifth record-breaking month in a row. With 11,631 vehicles sold in the month of August, the mid-size crossover SUV posted an increase of 9.6 percent over August of last year.
- Sales of the [Mazda MX-5 Miata](#) rose 9.5 percent year-over-year (YOY), with 901 vehicles sold in the month of August. This number includes both the MX-5 soft top and MX-5 RF.
- Total sales of Mazda's CX crossover SUV line, including the CX-3, CX-5 and CX-9, were up 6.5 percent in August, with 14,868 vehicles sold.
- Mazda's predictive [i-ACTIV All-Wheel Drive](#) remains a popular choice among customers purchasing crossover SUVs, with 64.3 percent of CX-line vehicles sold in August being equipped with the AWD option.

Mazda Motor de Mexico (MMdM) reported August sales of 4,595 vehicles, marking an increase of 1.9 percent versus August 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 nearly 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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