

MAZDA REPORTS JULY SALES RESULTS

IRVINE, Calif. (August 1, 2018) – [Mazda North American Operations](#) (MNAO) today reported total July U.S. sales of 24,125 vehicles, representing a decrease of 10.9 percent versus July of last year. Year-to-date (YTD) sales through July are up 11.5 percent versus last year, with 188,049 vehicles sold. With 24 selling days in July 2018, versus 25 the year prior, the company posted a decrease of 7.2 percent on a Daily Selling Rate (DSR) basis.

KEY JULY SALES NOTES:

Mazda [CX-5](#), Mazda's midsize crossover SUV had another strong month finishing up July with increase of 7.1 percent year-over-year, with 12,208 vehicles sold. Sales of the Mazda CX-5 are up 36.1 percent YTD.

Sales of Mazda's CX-line remain strong, with [CX-3](#), CX-5 and [CX-9](#) collectively reaching 15,802 vehicles sold in the month of July. This number represents a decrease of 0.9 percent YOY, and an increase of 31.7 percent YTD.

Among Mazda CX-line buyers, Mazda's [i-ACTIV All-Wheel Drive](#) option continues to be a favorite, with 60.5 percent of customers choosing the AWD option in July.

Mazda reported Certified Pre-Owned (CPO) sales of 4,693 vehicles in July, marking an increase of 29.7 percent YOY.

Mazda Motor de Mexico (MMdM) reported July sales of 4,992 vehicles, up 11.5 percent versus July of last year.

July Sales Mazda

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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