

## MAZDA REPORTS DECEMBER SALES RESULTS AND FULL-YEAR 2019 SALES

### CX-5 SEES BEST YEAR; CROSSOVER LINEUP GROWS WITH LAUNCH OF CX-30

IRVINE, Calif. (Jan. 3, 2020) – Mazda North American Operations (MNAO) today reported total December sales of 26,491 vehicles, an increase of 2.4 percent compared to December 2018. With 25 selling days in December, compared to 26 the year prior, the company posted an increase of 6.5 percent on a Daily Selling Rate (DSR) basis.

For the year, sales totaled 278,552 vehicles, a decrease of 7.2 percent compared to 2018. There were 307 selling days in 2019, versus 307 in 2018, resulting in a calendar year DSR decrease of 7.2 percent.

#### Sales Highlights

Sales of Mazda's crossovers, including the CX-3, CX-30, CX-5 and CX-9, increased 19.9 percent in December with 21,247 vehicles sold. In 2019, Mazda crossover sales reached 198,534 vehicles, an increase of 1.4 percent compared to 2018.

The CX-5 saw its best year with 154,545 vehicles sold, an increase of 2.6 percent compared to 2018. December sales reached 15,734 vehicles, an increase of 14.5 percent.

December sales of the CX-9 increased 13.9 percent with 3,236 vehicles sold.

December sales of the CX-3 increased 23.2 percent with 1,409 vehicles sold.

Sales of the all-new CX-30, which launched in November, reached 868.

CPO sales totaled 4,795 vehicles in December, an increase of 9.2 percent compared to December 2018.

In 2019, CPO sales increased 15.8 percent, with 61,090 vehicles sold.

Mazda Motor de Mexico (MMdM) reported December sales of 5,906 vehicles, a decrease of 2.5 percent compared to last year. In 2019, sales reached 60,081 vehicles, an increase of 3.4 percent compared to 2018.

2019 was an exciting year for Mazda, with many developments in North America. Major announcements included:

The launch of the [MX-5 Miata 30th Anniversary Edition](#) in racing orange at the Chicago Auto Show.

The [construction milestones](#) at the Mazda Toyota Manufacturing plant.

The promotion of [Masahiro Moro as Chairman and CEO of MNAO and the appointment of Jeffrey H. Guyton](#) as president of MNAO.

Mazda Team Joest achieving three [back-to-back wins](#) in the summer.

The opening of the 100th [upgraded dealership](#).

The announcements of Mazda's partnerships with the [National Football Foundation's William V. Campbell Trophy](#) and [National Geographic](#).

The launch of the [all-new CX-30](#).

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 approximately 620 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](https://InsideMazda.MazdaUSA.com/Newsroom).

Follow MNAO's social media channels through [Twitter](#) and [Instagram](#) at @MazdaUSA and Facebook at [Facebook.com/MazdaUSA](https://Facebook.com/MazdaUSA).

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	Month-To-Date				Year-To-Date			
	December 2019	December 2018	YOY % Change	% MTD DSR	December 2019	December 2018	YOY % Change	% MTD DSR
Mazda3	3,175	5,277	(39.8)%	(37.4)%	50,741	64,638	(21.5)%	(21.5)%
Mazda6	1,630	2,357	(30.8)%	(28.1)%	21,524	30,938	(30.4)%	(30.4)%
MX-5 Miata	439	511	(14.1)%	(10.7)%	7,753	8,971	(13.6)%	(13.6)%
CX-3	1,409	1,144	23.2%	28.1%	16,229	16,899	(4.0)%	(4.0)%
CX-30	868	0			899	0		
CX-5	15,734	13,741	14.5%	19.1%	154,545	150,622	2.6%	2.6%
CX-9	3,236	2,840	13.9%	18.5%	26,861	28,257	(4.9)%	(4.9)%
CARS	5,244	8,145	(35.6)%	(33.0)%	80,018	104,547	(23.5)%	(23.5)%
TRUCKS	21,247	17,725	19.9%	24.7%	198,534	195,778	1.4%	1.4%
<b>TOTAL</b>	<b>26,491</b>	<b>25,870</b>	<b>2.4%</b>	<b>6.5%</b>	<b>278,552</b>	<b>300,325</b>	<b>(7.2)%</b>	<b>(7.2)%</b>
*Selling Days	25	26			307	307		

<https://news.mazdausa.com/2020-01-03-Mazda-Reports-December-Sales-Results-and-Full-Year-2019-Sales>