

MAZDA BEGINS EXPORTS OF U.S.-ASSEMBLED CX-50 TO COLOMBIA

WASHINGTON, DC. (December 16, 2022) – Mazda North American Operations (MNAO), announced it has begun to export its U.S.-assembled CX-50 crossover to Colombia. The CX-50 is assembled at Mazda Toyota Manufacturing (MTM) in Huntsville, AL.

Mazda and Toyota invested \$2.3 billion for the joint venture plant, which will have the capacity to assemble up to 300,000 vehicles and employ up to 4,000 team members. An additional 2,000 Team One* members will be employed by MTM supplier partners. MTM started production of the all-new Mazda CX-50 in January of this year.

Colombia is an important market in Mazda's sales strategy in South America and North America. Mazda de Colombia is excited to introduce the Mazda CX-50, which will offer new options to driving enthusiasts based on new off-road capabilities that complement the life of Colombians.

“Mazda CX-50 is an ideal product for the geographical conditions of our country, and we feel very proud to be the first in Latin America to introduce it,” said Ángela López, president at Mazda de Colombia. “Its features and innovations have surprised Mazda driving enthusiasts and we remain in our goal of defending, together with Mazda CX-5, the leadership of this crossover segment in Colombia.”

In 2023, Mazda will celebrate 40 years of operation in Colombia. Mazda’s beautiful design, performance and innovations make the brand one of the most admired by Colombians.

The CX-50 is also exported to Canada.

* Team ONE: It stands for On-site, Near-site, Everyone.

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, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at insideMazda.MazdaUSA.com/Newsroom.

Follow MNAO’s social media channels through Twitter and Instagram at @MazdaUSA and Facebook at Facebook.com/MazdaUSA.

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