Mazda USA Newsroom

MAZDA REPORTS MARCH SALES RESULTS

IRVINE, Calif. (April 3, 2023) –Mazda North American Operations (MNAO) today reported total March sales of 34,778 vehicles, an increase of 5.3 percent compared to March 2022. Year-to-date sales totaled 88,384 vehicles; an increase of 7.4 percent compared to the same time last year. With 27 selling days in March, compared to the same the year prior, the company posted an increase of 5.3 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,309 vehicles in March, an increase of 20 percent compared to March 2022.

Sales Highlights

Best-ever sales of CX-50 with 4,010 vehicles sold.
Best-ever March sales of CX-30 with 6,779 vehicles sold.
2nd best-ever March sales of CX-5 with 16,612 vehicles sold.

Mazda Canada, Inc., (MCI) reported March sales of 5,470 vehicles, a decrease of 5.9 percent compared to March last year. Year-to-date sales total 11,326 vehicles; a decrease of 12.3 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported March sales of 7,105 vehicles, an increase of 83.2 percent compared to last year. Year-to-date sales totaled 19,264 vehicles; an increase of 69.6 percent compared to the same time last year.

Mazda Motor de Colombia (MCOL) reported March sales of 1,626 vehicles, an increase of 4.9 percent compared to last year. Year-to-date sales totaled 3,887 vehicles; an increase of 15.0 percent compared to the same time 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, 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 News.MazdaUSA.com.

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	Month-To-Date					Year-To-Date				
	March 2023	**March 2022**	**YOY % Change**	**% MTD DSR**		**March 2023**	**March 2022**	**YOY % Change**	**% MTD DSR**	
Mazda3	2,872	3,053	(5.9) %	(5.9) %		7,295	9,492	(23.1) %	(23.1) %	
Mazda 3 Sdn	1,182	1,050	12.6 %	12.6 %		3778	3,704	2.0 %	2.0 %	
Mazda 3 HB	1,690	2,003	(15.6) %	(15.6) %		3517	5,788	(39.2) %	(39.2) %	

Mazda6	0	14	(100.0) %	(100.0) %		0	325	(100.0) %	(100.0) %	
MX-5 Miata	1,083	663	63.3 %	63.3 %		2,590	1,605	61.4 %	61.4 %	
MX-5	583	162	259.9 %	259.9 %		1343	524	156.3 %	156.3 %	
MXR	500	501	(0.2) %	(0.2) %		1247	1,081	15.4 %	15.4 %	
CX-3	-	0	-	-		-	0	-	-	
CX-30	6,779	3,343	102.8 %	102.8 %		19870	9,494	109.3 %	109.3 %	
CX-5	16,612	21,645	(23.3) %	(23.3) %		38727	50,653	(23.5) %	(23.5) %	
CX-9	3,151	4,148	(24.0) %	(24.0) %		9836	10,463	(6.0) %	(6.0) %	
CX-50	4,010	56	7060.7 %	7060.7 %		9764	56	17335.7 %	17335.7 %	
MX-30	4	101	(96.0) %	(96.0) %		15	180	(91.7) %	(91.7) %	
C90	252	0	-	-		269	0	-	-	
C9P	15	0	-	-		18	0	-	-	
CARS	3,955	3,730	6.0 %	6.0 %		9,885	11,422	(13.5) %	(13.5) %	
TRUCKS	30,823	29,293	5.2 %	5.2 %		78,499	70,846	10.8 %	10.8 %	
TOTAL	34,778	33,023	5.3 %	5.3 %		88,384	82,268	7.4 %	7.4 %	
*Selling Days	27	27				75	75			

SOURCE Mazda North American Operations

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