## MAZDA REPORTS JULY SALES RESULTS

July Marks the 10th Straight Month of Year- Over-Year Gains

IRVINE, Calif. (August 1, 2023) – Mazda North American Operations (MNAO) today reported total July sales of 30,629 vehicles, an increase of 30.9 percent compared to July 2022. Year-to-date sales totaled 214,412 vehicles; an increase of 29 percent compared to the same time last year. With 25 selling days in July, compared to 26 the year prior, the company posted an increase of 36.2 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,563 vehicles in July, an increase of 48 percent compared to July 2022.

## Sales Highlights

2<sup>nd</sup> best July sales since 1993 with 30,629 vehicles sold. Best-ever July sales of CX-50 with 4,234 vehicles sold. Best-ever July sales of CX-30 with 7,221 vehicles sold. Best-ever sales of CX-90 with 2,929 vehicles sold.

Mazda Canada, Inc., (MCI) reported July sales of 4,598 vehicles, an increase of 13.5 percent compared to July last year. Year-to-date sales totaled 32,863 vehicles; an increase of 8.2 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported July sales of 6,286 vehicles, an increase of 47 percent compared to last year. Year-to-date sales totaled 40,811 vehicles; an increase of 96 percent compared to the same time last year.

Mazda Motor de Colombia (MCOL) reported July sales of 1,620 vehicles, a decrease of 11.8 percent compared to last year. Year-to-date sales totaled 9,922 vehicles; an increase of 8.9 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 <a href="News.MazdaUSA.com">News.MazdaUSA.com</a>.

Follow MNAO's social media channels through <u>Twitter</u> and <u>Instagram</u> at @MazdaUSA and Facebook at Facebook.com/MazdaUSA.

|                |             | Month       | ı-To-Date     |         | Year-To-Date |        |               |          |  |
|----------------|-------------|-------------|---------------|---------|--------------|--------|---------------|----------|--|
|                | July        | July        | YOY %         | % MTD   | July         | July   | YOY %         | % MTD    |  |
|                | <u>2023</u> | <u>2022</u> | <u>Change</u> | DSR     | 2023         | 2022   | <u>Change</u> | DSR      |  |
| Mazda3         | 2,994       | 1,165       | 157.0 %       | 167.3 % | 18,121       | 16,020 | 13.1 %        | 13.8 %   |  |
| Mazda 3<br>Sdn | 1,951       | 325         | 500.3 %       | 524.3 % | 9633         | 6,371  | 51.2 %        | 52.1 %   |  |
| Mazda 3 HB     | 1,043       | 840         | 24.2 %        | 29.1 %  | 8488         | 9,649  | (12.0) %      | (11.5) % |  |

|        |   |  |  | 1   |   | ı   |   |
|--------|---|--|--|---|---|---|---|
| 0      | 1   | (100.0) %  | (100.0) %  | 0   | 335   | (100.0) %   | (100.0) %   |
| 720    | 268   | 168.7 %  | 179.4 %  | 6,233   | 3,067   | 103.2 %   | 104.4 %   |
| 367    | 107   | 243.0 %  | 256.7 %  | 3380  | 1,079   | 213.3 %   | 215.0 %   |
| 353    | 161   | 119.3 %  | 128.0 %  | 2853  | 1,988   | 43.5 %  | 44.3 %  |
| -      | 0   | -  | -  | -   | 0   | -   | -   |
| 7,221  | 6,040   | 19.6 %   | 24.3 %   | 45748   | 27,767  | 64.8 %  | 65.7 %  |
| 12,443 | 11,009  | 13.0 %   | 17.5 %   | 92464   | 92,813  | (0.4) %   | 0.2 %   |
| 60     | 1,919   | (96.9) %   | (96.7) %   | 17419   | 18,099  | (3.8) %   | (3.2) %   |
| 4,234  | 2,983   | 41.9 %   | 47.6 %   | 25700   | 7,770   | 230.8 %   | 232.6 %   |
| 28     | 8   | 250.0 %  | 264.0 %  | 94  | 324   | (71.0) %  | (70.8) %  |
| 2,302  | 0   | -  | -  | 6490  | 0   | -   | -   |
| 627    | 0   | -  | -  | 2143  | 0   | -   | -   |
| 3,714  | 1,434   | 159.0 %  | 169.4 %  | 24,354  | 19,422  | 25.4 %  | 26.1 %  |
| 26,915 | 21,959  | 22.6 %   | 27.5 %   | 190,058   | 146,773   | 29.5 %  | 30.2 %  |
| 30,629 | 23,393  | 30.9 %   | 36.2 %   | 214,412   | 166,195   | 29.0 %  | 29.7 %  |
| 25     | 26  |  |  | 177   | 178   |   |   |
|        |   |  |  | 1   |   |   |   |
|        | 720 367 353 7,221 12,443 60 4,234 28 2,302 627 3,714 26,915 | 720 268  367 107  353 161  - 0  7,221 6,040  12,443 11,009  60 1,919  4,234 2,983  28 8  2,302 0  627 0  3,714 1,434  26,915 21,959  30,629 23,393 | 720 268 168.7 %  367 107 243.0 %  353 161 119.3 %  - 0 -  7,221 6,040 19.6 %  12,443 11,009 13.0 %  60 1,919 (96.9) %  4,234 2,983 41.9 %  28 8 250.0 %  2,302 0 -  627 0 -  3,714 1,434 159.0 %  26,915 21,959 22.6 %  30,629 23,393 30.9 % | 720       268       168.7 %       179.4 %         367       107       243.0 %       256.7 %         353       161       119.3 %       128.0 %         -       0       -       -         7,221       6,040       19.6 %       24.3 %         12,443       11,009       13.0 %       17.5 %         60       1,919       (96.9) %       (96.7) %         4,234       2,983       41.9 %       47.6 %         28       8       250.0 %       264.0 %         2,302       0       -       -         627       0       -       -         3,714       1,434       159.0 %       169.4 %         26,915       21,959       22.6 %       27.5 %         30,629       23,393       30.9 %       36.2 % | 720       268       168.7 %       179.4 %       6,233         367       107       243.0 %       256.7 %       3380         353       161       119.3 %       128.0 %       2853         -       0       -       -       -         7,221       6,040       19.6 %       24.3 %       45748         12,443       11,009       13.0 %       17.5 %       92464         60       1,919       (96.9) %       (96.7) %       17419         4,234       2,983       41.9 %       47.6 %       25700         28       8       250.0 %       264.0 %       94         2,302       0       -       -       6490         627       0       -       -       2143         3,714       1,434       159.0 %       169.4 %       24,354         26,915       21,959       22.6 %       27.5 %       190,058         30,629       23,393       30.9 %       36.2 %       214,412 | 720         268         168.7 %         179.4 %         6,233         3,067           367         107         243.0 %         256.7 %         3380         1,079           353         161         119.3 %         128.0 %         2853         1,988           -         0         -         -         0           7,221         6,040         19.6 %         24.3 %         45748         27,767           12,443         11,009         13.0 %         17.5 %         92464         92,813           60         1,919         (96.9) %         (96.7) %         17419         18,099           4,234         2,983         41.9 %         47.6 %         25700         7,770           28         8         250.0 %         264.0 %         94         324           2,302         0         -         -         6490         0           627         0         -         -         2143         0           3,714         1,434         159.0 %         169.4 %         24,354         19,422           26,915         21,959         22.6 %         27.5 %         190,058         146,773           30,629         23,393 | 720         268         168.7 %         179.4 %         6,233         3,067         103.2 %           367         107         243.0 %         256.7 %         3380         1,079         213.3 %           353         161         119.3 %         128.0 %         2853         1,988         43.5 %           -         0         -         -         0         -           7,221         6,040         19.6 %         24.3 %         45748         27,767         64.8 %           12,443         11,009         13.0 %         17.5 %         92464         92,813         (0.4) %           60         1,919         (96.9) %         (96.7) %         17419         18,099         (3.8) %           4,234         2,983         41.9 %         47.6 %         25700         7,770         230.8 %           28         8         250.0 %         264.0 %         94         324         (71.0) %           2,302         0         -         -         6490         0         -           627         0         -         -         2143         0         -           3,714         1,434         159.0 %         169.4 %         24,354 |

## SOURCE Mazda North American Operations

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Additional assets available online:

PHOTOS (1)