Mazda USA Newsroom

MAZDA REPORTS AUGUST SALES RESULTS

IRVINE, Calif. (Sept. 1, 2023) –Mazda North American Operations (MNAO) today reported total August sales of 30,174 vehicles, an increase of 18.7 percent compared to August 2022. Year-to-date sales totaled 244,586 vehicles; an increase of 27.6 percent compared to the same time last year. With 27 selling days in August, compared to 26 the year prior, the company posted an increase of 14.3 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,752 vehicles in August, an increase of 26 percent compared to August 2022.

Sales Highlights

- Best-ever August sales of CX-30 with 6,630 vehicles sold.
- Best-ever sales of CX-90 PHEV with 1,700 vehicles sold.

Mazda Canada, Inc., (MCI) reported August sales of 5,364 vehicles, an increase of 12.8 percent compared to August last year. Year-to-date sales totaled 38,227 vehicles; an increase of 8.9 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported August sales of 5,532 vehicles, an increase of 8.0 percent compared to last year. Year-to-date sales totaled 46,340 vehicles; an increase of 79 percent compared to the same time last year.

Mazda Motor de Colombia (MCOL) reported August sales of 1,632 vehicles, an increase 4.5 percent compared to last year. Year-to-date sales totaled 11,554 vehicles; an increase of 8.3 percent compared to the same time last year.

	Month-To-Date					Year-To-Date			
	August 2023	August 2022	YOY % Change	% MTD DSR		August 2023	August 2022	YOY % Change	% MTD DSR
Mazda3	2,611	2,100	24.3%	19.7%		20,732	18,120	14.4%	14.4%
Mazda 3 Sdn	1,596	888	79.7%	73.1%		11229	7,259	54.7%	54.7%
Mazda 3 HB	1,015	1,212	(16.3)%	(19.4)%		9503	10,861	(12.5)%	(12.5)%
Mazda6	0	0	-	-		0	335	(100.0)%	(100.0)%
MX-5 Miata	733	752	(2.5)%	(6.1)%		6,966	3,819	82.4%	82.4%
MX-5	347	327	6.1%	2.2%		3727	1,406	165.1%	165.1%
MXR	386	425	(9.2)%	(12.5)%		3239	2,413	34.2%	34.2%

CX-3	-	0	-	-		-	0	-	-	
CX-30	6,630	4,765	39.1%	34.0%		52378	32,532	61.0%	61.0%	
CX-5	13,649	12,920	5.6%	1.7%		106113	105,733	0.4%	0.4%	
CX-9	9	2,106	(99.6)%	(99.6)%		17428	20,205	(13.7)%	(13.7)%	
CX-50	2,602	2,783	(6.5)%	(10.0)%		28302	10,553	168.2%	168.2%	
MX-30	6	0	-	-		100	324	(69.1)%	(69.1)%	
CX-90	2,234	0	-	-		8724	0	-	-	
CX-90P	1,700	0	-	-		3843	0	-	-	
CARS	3,344	2,852	17.3%	12.9%		27,698	22,274	24.4%	24.4%	
TRUCKS	26,830	22,574	18.9%	14.5%		216,888	169,347	28.1%	28.1%	
TOTAL	30,174	25,426	18.7%	14.3%		244,586	191,621	27.6%	27.6%	
*Selling Days	27	26				204	204			

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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