

MAZDA REPORTS SEPTEMBER SALES RESULTS

September Marks the 12th Straight Month of Year-Over-Year Gains

IRVINE, Calif., Oct. 3, 2023 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total September sales of 28,031 vehicles, an increase of 17.9 percent compared to September 2022. Year-to-date sales totaled 272,617 vehicles; an increase of 26.6 percent compared to the same time last year. With 26 selling days in September, compared to 25 the year prior, the company posted an increase of 13.4 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,558 vehicles in September, an increase of 34 percent compared to September 2022.

Sales Highlights

- 12th Straight month of year-over-year gains.
- Best-ever sales of CX-90 with 4,701 vehicles sold.
- Best-ever September sales of CX-50 with 3,417 vehicles sold.
- Best-ever September sales CX-30 with 6,924 vehicles sold.

Mazda Canada, Inc., (MCI) reported September sales of 5,556 vehicles, an increase of 13.5 percent compared to September last year. Year-to-date sales totaled 43,783 vehicles; an increase of 9.4 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported September sales of 6,795 vehicles, an increase of 26 percent compared to last year. Year-to-date sales totaled 53,138 vehicles; an increase of 70 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](https://news.mazdausa.com).

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


	Month-To-Date				Year-To-Date				
	September	September	YOY %	% MTD	September	September	YOY %	% MTD	
	<u>2023</u>	<u>2022</u>	<u>Change</u>	<u>DSR</u>	<u>2023</u>	<u>2022</u>	<u>Change</u>	<u>DSR</u>	
Mazda3	2,632	1,860	41.5 %	36.1 %	23,364	19,980	16.9 %	16.4 %	
Mazda 3 Sdn	1,565	1,179	32.7 %	27.6 %	12794	8,438	51.6 %	51.0 %	
Mazda 3 HB	1,067	681	56.7 %	50.7 %	10570	11,542	(8.4) %	(8.8) %	

	MX-5 Miata	603	752	(19.8) %	(22.9) %		7,569	4,571	65.6 %	64.9 %
	MX-5	290	346	(16.2) %	(19.4) %		4017	1,752	129.3 %	128.3 %
	MXR	313	406	(22.9) %	(25.9) %		3552	2,819	26.0 %	25.5 %
	CX-3	-	0	-	-		-	0	-	-
	CX-30	6,924	4,855	42.6 %	37.1 %		59302	37,387	58.6 %	57.9 %
	CX-5	9,742	10,216	(4.6) %	(8.3) %		115855	115,949	(0.1) %	(0.5) %
	CX-9	12	3,264	(99.6) %	(99.6) %		17440	23,469	(25.7) %	(26.0) %
	CX-50	3,417	2,823	21.0 %	16.4 %		31719	13,376	137.1 %	136.1 %
	MX-30	0	0	-	-		100	324	(69.1) %	(69.3) %
	CX-90 TTL	4,701	0	-	-		17268	0	-	-
	CARS	3,235	2,612	23.9 %	19.1 %		30,933	24,886	24.3 %	23.8 %
	TRUCKS	24,796	21,158	17.2 %	12.7 %		241,684	190,505	26.9 %	26.3 %
	TOTAL	28,031	23,770	17.9 %	13.4 %		272,617	215,391	26.6 %	26.0 %
	*Selling Days	26	25				230	229		

SOURCE Mazda North American Operations

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Additional assets available online:

 **PHOTOS** (1)

<https://news.mazdausa.com/2023-10-03-Mazda-Reports-September-Sales-Results>