

## MAZDA REPORTS OCTOBER SALES RESULTS

IRVINE, Calif., Nov. 1, 2023 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total October sales of 23,504 vehicles, a decrease of 7.2 percent compared to October 2022. Year-to-date sales totaled 296,121 vehicles; an increase of 23 percent compared to the same time last year. With 25 selling days in October, compared to 26 the year prior, the company posted a decrease of 3.5 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 4,836 vehicles in October, an increase of 9 percent compared to October 2022.

### Sales Highlights

Best-ever October sales of CX-50 with 3,168 vehicles sold

2<sup>nd</sup> best October sales of CX-30 with 5,908 vehicles sold

Mazda Canada, Inc., (MCI) reported October sales of 5,450 vehicles, an increase of 34.3 percent compared to October last year. Year-to-date sales totaled 49,233 vehicles; an increase of 11.7 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported October sales of 6,969 vehicles, an increase of 24 percent compared to last year. Year-to-date sales totaled 60,107 vehicles; an increase of 63 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			
	October	October	YOY %	% MTD	October	October	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	2,205	2,778	(20.6) %	(17.5) %	25,569	22,758	12.4 %	12.4 %
Mazda 3 Sdn	1,424	1,390	2.4 %	6.5 %	14218	9,828	44.7 %	44.7 %
Mazda 3 HB	781	1,388	(43.7) %	(41.5) %	11351	12,930	(12.2) %	(12.2) %
MX-5 Miata	531	413	28.6 %	33.7 %	8,100	4,984	62.5 %	62.5 %

MX-5	236	204	15.7 %	20.3 %	4253	1,956	117.4 %	117.4 %
MXR	295	209	41.1 %	46.8 %	3847	3,028	27.0 %	27.0 %
CX-30	5,908	6,666	(11.4) %	(7.8) %	65210	44,053	48.0 %	48.0 %
CX-5	7,963	9,441	(15.7) %	(12.3) %	123818	125,390	(1.3) %	(1.3) %
CX-9	7	3,391	(99.8) %	(99.8) %	17447	26,860	(35.0) %	(35.0) %
CX-50	3,168	2,630	20.5 %	25.3 %	34887	16,006	118.0 %	118.0 %
MX-30	0	0	-	-	100	324	(69.1) %	(69.1) %
CX-90 TTL	3,722	0	-	-	20990	0	-	-
CARS	2,736	3,191	(14.3) %	(10.8) %	33,669	28,077	19.9 %	19.9 %
TRUCKS	20,768	22,128	(6.1) %	(2.4) %	262,452	212,633	23.4 %	23.4 %
<b>TOTAL</b>	23,504	25,319	(7.2) %	(3.5) %	296,121	240,710	23.0 %	23.0 %
*Selling Days	25	26			255	255		

SOURCE Mazda North American Operations

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Additional assets available online:

**PHOTOS (1)**

<https://news.mazdausa.com/2023-11-01-Mazda-Reports-October-Sales-Results>