Mazda USA Newsroom

MAZDA REPORTS MARCH SALES RESULTS

IRVINE, Calif., April 2, 2024 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported total March sales of 37,119 vehicles, an increase of 6.7 percent compared to March 2023. Year-to-date sales totaled 100,103 vehicles sold; an increase of 13.3 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 6.7 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,758 vehicles in March, an increase of 27 percent compared to March 2023.

March 2024 sales highlights include:

- Best-ever sales of CX-30 with 10,697 vehicles sold.
- Best-ever March sales of CX-50 with 4,654 vehicles sold.
- Best-ever March sales of CX-90 with 3,353 vehicles sold.

Mazda Canada, Inc., (MCI) reported March sales of 5,066 vehicles, a decrease of 7.4 percent compared to March last year. Year-to-date sales totaled 13,615 vehicles sold; an increase of 20.2 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported March sales of 7,234 vehicles, an increase of 2 percent compared to last year. Year-to-date sales totaled 20,195 vehicles sold; an increase of 5 percent compared to the same time last year.

About Mazda North American Operations

Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. 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 2024	**March 2023**	**YOY % Change**	**% MTD DSR**	**March 2024**	**March 2023**	**YOY % Change**	**% MTD DSR**
Mazda3	4,019	2,872	39.9 %	39.9 %	9,962	7,295	36.6 %	33.0 %
Mazda 3 Sdn	1,881	1,182	59.1 %	59.1 %	5507	3,778	45.8 %	42.0 %
Mazda 3 HB	2,138	1,690	26.5 %	26.5 %	4455	3,517	26.7 %	23.4 %

	Mazda6	0	0	-	-		0	0	-	-	
	MX-5 Miata	586	1,083	(45.9) %	(45.9) %		1,411	2,590	(45.5) %	(46.9) %	
	MX-5	174	583	(70.2) %	(70.2) %		457	1,343	(66.0) %	(66.9) %	
	MXR	412	500	(17.6) %	(17.6) %		954	1,247	(23.5) %	(25.5) %	
	CX-3	-	0	-	-		-	0	-	-	
	CX-30	10,697	6,779	57.8 %	57.8 %		28496	19,870	43.4 %	39.7 %	
	CX-5	13,789	16,612	(17.0) %	(17.0) %		34345	38,727	(11.3) %	(13.6) %	
	CX-9	2	3,151	(99.9) %	(99.9) %		3	9,836	(100.0) %	(100.0) %	
	CX-50	4,654	4,010	16.1 %	16.1 %		15867	9,764	62.5 %	58.3 %	
	MX-30	0	4	(100.0) %	(100.0) %		-	15	-	-	
	C70	9	0	-	-		21	0	-	-	
	C7P	10	0	-	-		14	0	-	-	
	CX-90	3,353	267	1155.8 %	1155.8 %		9984	287	3378.7 %	3288.4 %	
	CARS	4,605	3,955	16.4 %	16.4 %		11,373	9,885	15.1 %	12.1 %	
	TRUCKS	32,514	30,823	5.5 %	5.5 %		88,730	78,499	13.0 %	10.1 %	
	TOTAL	37,119	34,778	6.7 %	6.7 %		100,103	88,384	13.3 %	10.3 %	
	*Selling Days	27	27				77	75			

SOURCE Mazda North American Operations

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