

MAZDA REPORTS APRIL SALES RESULTS

IRVINE, Calif., May 1, 2024 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total April sales of 31,125 vehicles, a decrease of 3.8 percent compared to April 2023. Year-to-date sales totaled 131,228 vehicles sold; an increase of 8.7 percent compared to the same time last year. With 27 selling days in April, compared to the same the year prior, the company posted a decrease of 3.8 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,294 vehicles in April, an increase of 28 percent compared to April 2023.

April 2024 sales highlights include:

- Best-ever April sales of CX-30 with 7,649 vehicles sold.
- Best-ever April sales of CX-50 with 5,225 vehicles sold.
- Best-ever April sales of CX-90 with 3,694 vehicles sold.
- Second best April in CPO program history.

Mazda Canada, Inc., (MCI) reported April sales of 5,952 vehicles, an increase of 33.5 percent compared to April last year. Year-to-date sales totaled 19,567 vehicles sold; an increase of 24 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported April sales of 7,160 vehicles, an increase of 90 percent compared to last year. Year-to-date sales totaled 27,355 vehicles sold; an increase of 19 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			
	April	April	YOY %	% MTD	April	April	YOY %	% MTD
	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>DSR</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>DSR</u>
Mazda3	2,537	2,619	(3.1) %	(3.1) %	12,499	9,914	26.1 %	22.8 %
Mazda 3 Sdn	1,457	1,093	33.3 %	33.3 %	6964	4,871	43.0 %	39.3 %
Mazda 3 HB	1,080	1,526	(29.2) %	(29.2) %	5535	5,043	9.8 %	6.9 %
Mazda6	0	0	-	-	0	0	-	-

MX-5 Miata	861	967	(11.0) %	(11.0) %	2,272	3,557	(36.1) %	(37.8) %		
MX-5	368	553	(33.5) %	(33.5) %	825	1,896	(56.5) %	(57.6) %		
MXR	493	414	19.1 %	19.1 %	1447	1,661	(12.9) %	(15.1) %		
CX-3	-	0	-	-	-	0	-	-		
CX-30	7,649	5,954	28.5 %	28.5 %	36145	25,824	40.0 %	36.3 %		
CX-5	11,149	14,333	(22.2) %	(22.2) %	45494	53,060	(14.3) %	(16.5) %		
CX-9	-	3,311	-	-	3	13,147	(100.0) %	(100.0) %		
CX-50	5,225	4,305	21.4 %	21.4 %	21092	14,069	49.9 %	46.0 %		
MX-30	0	17	(100.0) %	(100.0) %	-	32	-	-		
C70	1	0	-	-	22	0	-	-		
C7P	9	0	-	-	23	0	-	-		
CX-90	3,694	845	337.2 %	337.2 %	13678	1132	1108.3 %	1076.9 %		
CARS	3,398	3,586	(5.2) %	(5.2) %	14,771	13,471	9.7 %	6.8 %		
TRUCKS	27,727	28,765	(3.6) %	(3.6) %	116,457	107,264	8.6 %	5.8 %		
TOTAL	31,125	32,351	(3.8) %	(3.8) %	131,228	120,735	8.7 %	5.9 %		
*Selling Days	27	27			77	75				

SOURCE Mazda North American Operations

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Additional assets available online:

[PHOTOS](#) (1)

<https://news.mazdausa.com/2024-05-01-Mazda-Reports-April-Sales-Results>