Mazda USA Newsroom

MAZDA REPORTS OCTOBER SALES RESULTS

October Marks Sixth Consecutive Month for Sales Gains

IRVINE, Calif., Nov. 1, 2024 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported total October sales of 37,307 vehicles, an increase of 58.7 percent compared to October 2023. Year-to-date sales totaled 350,759 vehicles sold; an increase of 18.5 percent compared to the same time last year. With 27 selling days in October, compared to 25 the year prior, the company posted an increase of 47 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,027 vehicles in October, an increase of 25 percent compared to October 2023.

October 2024 sales highlights include:

- Sixth consecutive month for sales gains.
- Best-ever October sales with 37,307 vehicles sold.
- Best October sales of CX-30 with 7,216 vehicles sold.
- Best October sales of CX-50 with 7,771 vehicles sold.
- Best October sales of CX-90 with 5,236 vehicles sold.
- Best-ever sales of CX-70 with 2,517 vehicles sold.

Mazda Canada, Inc., (MCI) reported October sales of 6,808 vehicles, an increase of 24.9 percent compared to October last year. Year-to-date sales totaled 61,961 vehicles sold; an increase of 25.9 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported October sales of 8,456 vehicles, an increase of 21 percent compared to last year. Year-to-date sales totaled 77,436 vehicles sold; an increase of 29 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			
	October 2024	**October 2023**	**YOY % Change**	**% MTD DSR**	**October 2024**	**October 2023**	**YOY % Change**	**% MTD DSR**
Mazda3	3,490	2,205	58.3 %	46.6 %	31,558	25,569	23.4 %	22.5 %
Mazda 3 Sdn	2,457	1,424	72.5 %	59.8 %	18406	14,218	29.5 %	28.4 %

Mazda 3 HB	1,033	781	32.3 %	22.5 %		13152	11,351	15.9 %	15.0 %	
Mazda6	0	0	-	-		0	0	-	-	
MX-5 Miata	911	531	71.6 %	58.9 %		6,691	8,100	(17.4) %	(18.0) %	
MX-5	482	236	104.2 %	89.1 %		3189	4,253	(25.0) %	(25.6) %	
MXR	429	295	45.4 %	34.7 %		3502	3,847	(9.0) %	(9.7) %	
CX-3	-	0	-	-		-	0	-	-	
CX-30	7,216	5,908	22.1 %	13.1 %		80796	65,210	23.9 %	22.9 %	
CX-5	10,166	7,963	27.7 %	18.2 %		114221	123,818	(7.8) %	(8.5) %	
CX-9	-	7	-	-		4	17,447	(100.0) %	(100.0) %	
CX-50	7,771	3,168	145.3 %	127.1 %		66286	34,887	90.0 %	88.5 %	
MX-30	0	0	-	-		-	100	-	-	
Cx-70	2,517	0	-	-		7405	0	-	-	
CX-90	5,236	3,722	40.7 %	30.3 %		43798	20990	108.7 %	107.0 %	
CARS	4,401	2,736	60.9 %	48.9 %		38,249	33,669	13.6 %	12.7 %	
TRUCKS	32,906	20,768	58.4 %	46.7 %		312,510	262,452	19.1 %	18.1 %	
TOTAL	37,307	23,504	58.7 %	47.0 %		350,759	296,121	18.5 %	17.5 %	
*Selling Days	27	25				257	255			

SOURCE Mazda North American Operations

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