

MAZDA REPORTS DECEMBER SALES AND FULL-YEAR 2024 SALES RESULTS - SETS NEW SALES RECORDS FOR THE U.S.

IRVINE, Calif., Jan. 3, 2025 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total December sales of 40,201 vehicles, an increase of 1.7 percent compared to December 2023. Full-year sales totaled 424,382 vehicles; an increase of 16.8 percent compared to 2023. With 25 selling days in December, compared to 26 the year prior, the company posted an increase of 5.8 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,931 vehicles in December, an increase of 17 percent compared to December 2023.

December 2024 sales highlights include:

- Best December sales ever with 40,201 vehicles sold.
- Best December sales ever of CX-30 with 8,875 vehicles sold.
- Best-ever sales of CX-50 with 8,083 vehicles sold.
- Best December sales of CX-90 with 5,995 vehicles sold.

In 2024, Mazda achieved many milestones in the US, including:

- Record breaking sales with 424,382 vehicles sold.
- Mazda was awarded eight 2024 IIHS *Top Safety Pick+* awards from the Insurance Institute for Highway Safety – more than any other brand. These vehicles include the Mazda3 Sedan, Mazda3 Hatchback, CX-30, CX-50 (including the CX-50 Hybrid), CX-70, CX-70 PHEV, CX-90 and CX-90 PHEV.
- In September, Mazda launched its new Brand Platform, Move and Be Moved.
- Mazda Toyota Manufacturing, located in Huntsville, AL, began assembling the CX-50 Hybrid in November.
- Mazda continued to elevate its customer experience by opening its 329th Retail Evolution dealership. Those dealerships, along with another 59 committed to the program, represent nearly 90 percent of MNAO's retail sales.
- As of November, Mazda's service retention nationally was 56.2 percent.
- The Mazda Foundation (USA) Inc., awarded over \$500,000 to organizations across the U.S., renewing the organization's commitment to addressing food insecurity and some of its many root causes, particularly equitable access to education and job opportunities.
- In collaboration with its eight Employee Business Resource Groups (EBRGs), MNAO donated \$320,000 to expand the company's Diversity, Equity, and Inclusion (DEI) efforts.

"Our record-setting performance is a testament to the hard work of everyone at MNAO and our dealer partners," said Tom Donnelly, Mazda North American Operations President and CEO. "In 2024, we expanded our product portfolio by launching CX-70 and CX-50 Hybrid, launched our new human connection-centric brand platform 'Move and Be Moved,' and grew our Retail Evolution dealer design evolution program. These efforts, among many others, are the reason behind MNAO's record results and I'm confident that we will continue this growth through the new year and beyond."

Mazda Canada, Inc., (MCI) reported December sales of 4,566 vehicles, an increase of 2.4 percent compared to December last year. Full-year 2024 sales increased 23.2 percent, with 72,226 vehicles sold.

Mazda Motor de Mexico (MMdM) reported December sales of 8,677 vehicles, an increase of 19 percent compared to last year. Full-year 2024 sales increased 31 percent, with 99,797 vehicles sold.

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.

	Month-To-Date				Year-To-Date				
	December	December	YOY %	% MTD	December	December	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	4,047	2,458	64.6 %	71.2 %	38,877	30,531	27.3 %	26.5 %	
Mazda 3 Sdn	3,114	1,435	117.0 %	125.7 %	23853	17,068	39.8 %	38.8 %	
Mazda 3 HB	933	1,023	(8.8) %	(5.1) %	15024	13,463	11.6 %	10.9 %	
Mazda6	0	0	-	-	0	0	-	-	
MX-5 Miata	614	422	45.5 %	51.3 %	8,103	8,973	(9.7) %	(10.3) %	
MX-5	291	156	86.5 %	94.0 %	3920	4,591	(14.6) %	(15.2) %	
MXR	323	266	21.4 %	26.3 %	4183	4,382	(4.5) %	(5.2) %	
CX-3	-	0	-	-	-	0	-	-	
CX-30	8,875	5,672	56.5 %	62.7 %	96515	77,075	25.2 %	24.4 %	
CX-5	11,134	20,434	(45.5) %	(43.3) %	134088	153,808	(12.8) %	(13.4) %	
CX-9	-	2	-	-	4	17,451	(100.0) %	(100.0) %	
50H	1,823	0	-	-	2890	0	-	-	
CX-50	6,260	5,754	8.8 %	13.1 %	78551	44,595	76.1 %	75.0 %	
CX-50 TTL	8,083	5,754	40.5 %	46.1 %	81,441	44,595	82.6 %	81.4 %	
MX-30	0	0	-	-	-	100	-	-	
CX-70	1,453	0	-	-	10678	0	-	-	
CX-90	5,995	4,776	25.5 %	30.5 %	54676	30821	77.4 %	76.2 %	

CARS	4,661	2,880	61.8 %	68.3 %		46,980	39,504	18.9 %	18.2 %	
TRUCKS	35,540	36,638	(3.0) %	0.9 %		377,402	323,850	16.5 %	15.8 %	
TOTAL	40,201	39,518	1.7 %	5.8 %		424,382	363,354	16.8 %	16.0 %	
*Selling Days	25	26				308	306			

SOURCE Mazda North American Operations

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Additional assets available online:

 **PHOTOS** [\(1\)](#)

<https://news.mazdausa.com/2025-01-03-Mazda-Reports-December-Sales-and-Full-Year-2024-Sales-Results-Sets-New-Sales-Records-for-the-U-S>