Mazda USA Newsroom

MAZDA REPORTS BEST-EVER JANUARY SALES RESULTS

IRVINE, Calif. (Feb. 3, 2024) –Mazda North American Operations (MNAO) today reported total January sales of 33,681 vehicles, an increase of 11.2 percent compared to January 2024. With 25 selling days in January, compared to the same the year prior, the company posted an increase of 11.2 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,931 vehicles in January, an increase of 4.0 percent compared to January 2024.

Sales highlights include:

- Best-ever January sales with 33,681 vehicles sold.
- Best-ever January CPO sales with 5,931 vehicles sold.
- Best-ever January sales of CX-90 with 5,345 vehicles sold.
- Second best January sales of CX-30 with 6,657 vehicles sold.
- Second best January sales of CX-50 with 6,335 vehicles sold.

Mazda Canada, Inc., (MCI) reported January sales of 4,742 vehicles, an increase of 6.0 percent compared to January last year.

Mazda Motor de Mexico (MMdM) reported January sales of 7,832 vehicles, an increase of 24 percent compared to January last year.

Mazda Motor de Columbia (MCOL) reported January sales of 1,557 vehicles, an increase of 30.2 percent compared to January 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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SOURCE Mazda North American Operations

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