Mazda USA Newsroom

MAZDA REPORTS RECORD FEBRUARY SALES RESULTS

IRVINE, Calif. (March 3, 2025) –Mazda North American Operations (MNAO) today reported total February sales of 33,538 vehicles, an increase of 2.5 percent compared to February 2024. Year-to-date sales totaled 67,219 vehicles sold; an increase of 6.7 percent compared to the same time last year. With 24 selling days in February, compared to 25 the year prior, the company posted an increase of 6.8 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,597 vehicles in February, a decrease of .8 percent compared to February 2024.

February 2025 sales highlights include:

- Record February sales with 33,538 vehicles sold.
- Best-ever February sales of CX-50 with 7,280 vehicles sold.
- Best-ever February sales of CX-70 with 1,223 vehicles sold.
- Best-ever February sales of CX-90 with 4,769 vehicles sold.

Mazda Canada, Inc., (MCI) reported February sales of 4,559 vehicles, an increase of 11.9 percent compared to February last year. Year-to-date sales totaled 9,301 vehicles sold; an increase of 8.8 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported February sales of 9,299 vehicles, an increase of 40 percent compared to last year. Year-to-date sales totaled 17,131 vehicles sold; an increase of 32 percent compared to the same time last year.

Mazda Motor de Colombia (MCOL) reported February sales of 1,731 vehicles, an increase of 22.4 percent compared to last year. Year-to-date sales totaled 3,288 vehicles sold; an increase of 26 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			
	February 2025	**February 2024**	**YOY % Change**	**% MTD DSR**	**February 2025**	**February 2024**	**YOY % Change**	**% MTD DSR**
Mazda3	2,838	3,063	(7.3) %	(3.5) %	5,821	5,943	(2.1) %	(0.1) %
Mazda 3 Sdn	2,094	1,751	19.6 %	24.6 %	4190	3,626	15.6 %	17.9 %

	Mazda 3 HB	744	1,312	(43.3) %	(40.9) %		1631	2,317	(29.6) %	(28.2) %		
	Mazda6	0	0	-	-		0	0	-	-		
	MX-5 Miata	843	436	93.3 %	101.4 %		1,524	825	84.7 %	88.5 %		
	MX-5	382	135	183.0 %	194.8 %		645	283	127.9 %	132.6 %		
	MXR	461	301	53.2 %	59.5 %		879	542	62.2 %	65.5 %		
	CX-3	-	0	-	-		-	0	-	-		
	CX-30	5,709	10,026	(43.1) %	(40.7) %		12366	17,799	(30.5) %	(29.1) %		
	CX-5	10,876	10,362	5.0 %	9.3 %		21609	20,556	5.1 %	7.3 %		
	CX-9	-	1	-	-		-	1	-	-		
	CX-50 TTL	7,280	5,480	32.8 %	38.4 %		13,615	11,213	21.4 %	23.9 %		
	MX-30	0	0	-	-		-	0	-	-		
	CX-70 TTL	1,223	16	7543.8 %	7862.2 %		2170	16	13462.5 %	-		
	CX-90 TTL	4,769	3,321	43.6 %	49.6 %		10114	6631	52.5 %	55.6 %		
	CARS	3,681	3,499	5.2 %	9.6 %		7,345	6,768	8.5 %	10.7 %		
	TRUCKS	29,857	29,206	2.2 %	6.5 %		59,874	56,216	6.5 %	8.7 %		
	TOTAL	33,538	32,705	2.5 %	6.8 %		67,219	62,984	6.7 %	8.9 %		
	*Selling Days	24	25				49	50				

SOURCE Mazda North American Operations

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