

MAZDA REPORTS BEST-EVER SINGLE MONTH SALES

Ends FY with Record 510,654 Sales in Combined New and CPO Sales

IRVINE, Calif., April 1, 2025 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total March sales of 43,097 vehicles, an increase of 16.1 percent compared to March 2024. Year-to-date sales totaled 110,316 vehicles sold; an increase of 10.2 percent compared to the same time last year. With 26 selling days in March, compared to 27 the year prior, the company posted an increase of 20.6 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 7,116 vehicles in March, an increase of 5 percent compared to March 2024.

March 2025 sales highlights include:

- Mazda ends Fiscal Year with record sales of 510,654 in combined new vehicle sales and CPO sales
- Record monthly sales with 43,097 vehicles sold.
- Best-ever March sales of CX-50 with 9,687 vehicles sold.
- Best-ever March sales of CX-70 with 2,452 vehicles sold.
- Best-ever March sales of CX-90 with 5,039 vehicles sold.

Mazda Canada, Inc., (MCI) reported March sales of 7,237 vehicles, an increase of 42.9 percent compared to March last year. Year-to-date sales totaled 16,538 vehicles sold; an increase of 21.5 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported March sales of 9,044 vehicles, an increase of 25 percent compared to last year. Year-to-date sales totaled 26,175 vehicles sold; an increase of 30 percent compared to the same time last year.

Mazda Motor de Colombia (MCOL) reported March retail sales of 1,608 units, 173% of the target, and wholesale sales of 1,634 units, 192% of the objective. Year-to-date retail sales increased by 30.8% to 3,743 units, with a 41.9% rise year-over-year in March.

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 |       |         |         |  |
|  |        | March         | March | YOY %    | % MTD   |  | March        | March | YOY %   | % MTD   |  |
|  |        | 2025          | 2024  | Change   | DSR     |  | 2025         | 2024  | Change  | DSR     |  |
|  |        |               |       |          |         |  |              |       |         |         |  |
|  | Mazda3 | 3,530         | 4,019 | (12.2) % | (8.8) % |  | 9,351        | 9,962 | (6.1) % | (3.6) % |  |

|  |               |        |        |           |           |         |         |           |          |  |  |
|--|---------------|--------|--------|-----------|-----------|---------|---------|-----------|----------|--|--|
|  | Mazda 3 Sdn   | 2,516  | 1,881  | 33.8 %    | 38.9 %    | 6706    | 5,507   | 21.8 %    | 25.0 %   |  |  |
|  | Mazda 3 HB    | 1,014  | 2,138  | (52.6) %  | (50.7) %  | 2645    | 4,455   | (40.6) %  | (39.0) % |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  | Mazda6        | 0      | 0      | -         | -         | 0       | 0       | -         | -        |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  | MX-5 Miata    | 922    | 586    | 57.3 %    | 63.4 %    | 2,446   | 1,411   | 73.4 %    | 78.0 %   |  |  |
|  | MX-5          | 501    | 174    | 187.9 %   | 199.0 %   | 1146    | 457     | 150.8 %   | 157.5 %  |  |  |
|  | MXR           | 421    | 412    | 2.2 %     | 6.1 %     | 1300    | 954     | 36.3 %    | 39.9 %   |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  | CX-3          | -      | 0      | -         | -         | -       | 0       | -         | -        |  |  |
|  | CX-30         | 8,666  | 10,697 | (19.0) %  | (15.9) %  | 21032   | 28,496  | (26.2) %  | (24.2) % |  |  |
|  | CX-5          | 12,801 | 13,789 | (7.2) %   | (3.6) %   | 34410   | 34,345  | 0.2 %     | 2.9 %    |  |  |
|  | CX-9          | -      | 2      | -         | -         | -       | 3       | -         | -        |  |  |
|  | CX-50 TTL     | 9,687  | 4,654  | 108.1 %   | 116.1 %   | 23,302  | 15,867  | 46.9 %    | 50.8 %   |  |  |
|  | MX-30         | 0      | 0      | -         | -         | -       | 0       | -         | -        |  |  |
|  | CX-70 TTL     | 2,452  | 19     | 12805.3 % | 13301.6 % | 4622    | 35      | 13105.7 % | -        |  |  |
|  | CX-90 TTL     | 5,039  | 3,353  | 50.3 %    | 56.1 %    | 15153   | 9984    | 51.8 %    | 55.8 %   |  |  |
|  | CARS          | 4,452  | 4,605  | (3.3) %   | 0.4 %     | 11,797  | 11,373  | 3.7 %     | 6.5 %    |  |  |
|  | TRUCKS        | 38,645 | 32,514 | 18.9 %    | 23.4 %    | 98,519  | 88,730  | 11.0 %    | 14.0 %   |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  | <b>TOTAL</b>  | 43,097 | 37,119 | 16.1 %    | 20.6 %    | 110,316 | 100,103 | 10.2 %    | 13.1 %   |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  | *Selling Days | 26     | 27     |           |           | 75      | 77      |           |          |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |
|  |               |        |        |           |           |         |         |           |          |  |  |

SOURCE Mazda North American Operations

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

<https://news.mazdausa.com/2025-04-01-Mazda-Reports-Best-Ever-Single-Month-Sales>