Mazda USA Newsroom

MAZDA REPORTS MAY SALES RESULTS

IRVINE, Calif., June 3, 2025 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported total May sales of 28,937 vehicles, a decrease of 18.6 percent compared to May 2024. Year-to-date sales totaled 176,913 vehicles sold; an increase of 6.1 percent compared to the same time last year. With 27 selling days in May, compared to 26 the year prior, the company posted a decrease of 21.6 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,782 vehicles in May, an increase of 1 percent compared to May 2024.

May 2025 sales highlights include:

- Best-ever May sales of CX-70 with 1,065 vehicles sold.
- 2nd-best May CPO sales with 6,782 vehicles sold.

Mazda Canada, Inc., (MCI) reported May sales of 7,946 vehicles, an increase of 15 percent compared to May last year. Year-to-date sales totaled 32,830 vehicles sold; an increase of 24 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported May sales of 8,671 vehicles, an increase of 9 percent compared to last year. Year-to-date sales totaled 42,783 vehicles sold; an increase of 21 percent compared to the same time last year.

Mazda de Colombia (MCOL) reported May sales of 1,875 vehicles, a 41.4 percent increase compared to last year. Year-to-date sales totaled 8,555 vehicles sold; an increase of 33.4 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			
	May 2025	**May 2024**	**YOY % Change**	**% MTD DSR**		**May 2025**	**May 2024**	**YOY % Change**	**% MTD DSR**
Mazda3	2,453	2,658	(7.7) %	(11.1) %		15,040	15,157	(0.8) %	(0.8) %
Mazda 3 Sdn	1,670	1,622	3.0 %	(0.9) %		10753	8,586	25.2 %	25.2 %
Mazda 3 HB	783	1,036	(24.4) %	(27.2) %		4287	6,571	(34.8) %	(34.8) %
Mazda6	0	0	-	-		0	0	-	-

MX-5 Miata	355	956	(62.9) %	(64.2) %		3,528	3,228	9.3 %	9.3 %	
MX-5	193	468	(58.8) %	(60.3) %		1761	1,293	36.2 %	36.2 %	
MXR	162	488	(66.8) %	(68.0) %		1767	1,935	(8.7) %	(8.7) %	
CX-3	-	0	-	-		-	0	-	-	
CX-30	4,329	8,305	(47.9) %	(49.8) %		31622	44,450	(28.9) %	(28.9) %	
CX-5	9,501	12,600	(24.6) %	(27.4) %		56501	58,094	(2.7) %	(2.7) %	
CX-9	-	1	-	-		-	4	-	-	
CX-50 TTL	7,188	6,307	14.0 %	9.7 %		38,243	27,399	39.6 %	39.6 %	
MX-30	0	0	-	-		-	0	-	-	
CX-70 TTL	1,065	136	683.1 %	654.1 %		7378	181	3976.2 %	-	
CX-90 TTL	4,046	4,599	(12.0) %	(15.3) %		24601	18277	34.6 %	34.6 %	
CARS	2,808	3,614	(22.3) %	(25.2) %		18,568	18,385	1.0 %	1.0 %	
TRUCKS	26,129	31,948	(18.2) %	(21.2) %		158,345	148,405	6.7 %	6.7 %	
TOTAL	28,937	35,562	(18.6) %	(21.6) %		176,913	166,790	6.1 %	6.1 %	
*Selling Days	27	26				128	128			

SOURCE Mazda North American Operations

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