

MAZDA REPORTS AUGUST SALES RESULTS

IRVINE, Calif., Sept. 3, 2025 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total August sales of 38,140 vehicles; a decrease of 7.6 percent compared to August 2024. Year-to-date sales totaled 293,495 vehicles sold; an increase of 3.5 percent compared to the same time last year. With 27 selling days in August, compared to 28 the year prior, the company posted a decrease of 4.1 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 7,212 vehicles in August, a decrease of 4 percent compared to August 2024. Year-to-date sales totaled 50,550; a decrease of 1 percent compared to the same time last year.

August 2025 sales highlights include:

- Best-ever sales of CX-90 with 6,801 vehicles sold.
- Second best August sales of CX-50 with 10,028 vehicles sold.

Mazda Canada, Inc., (MCI) reported August sales of 8,274 vehicles, a decrease of 2 percent compared to last year. Year-to-date sales totaled 56,021 vehicles sold; an increase of 15.7 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported August sales of 7,927 vehicles; a decrease of 6 percent compared to last year. Year-to-date sales totaled 67,639 vehicles sold; an increase of 10 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			
	August	August	YOY %	% MTD	August	August	YOY %	% MTD
	2025	2024	Change	DSR	2025	2024	Change	DSR
Mazda3	2,309	3,661	(36.9) %	(34.6) %	21,337	25,447	(16.2) %	(15.3) %
Mazda 3 Sdn	1,614	2,000	(19.3) %	(16.3) %	15115	14,509	4.2 %	5.2 %
Mazda 3 HB	695	1,661	(58.2) %	(56.6) %	6222	10,938	(43.1) %	(42.6) %
Mazda6	0	0	-	-	0	0	-	-

MX-5 Miata	840	727	15.5 %	19.8 %	6,775	5,235	29.4 %	30.7 %
MX-5	441	387	14.0 %	18.2 %	3501	2,423	44.5 %	45.9 %
MXR	399	340	17.4 %	21.7 %	3274	2,812	16.4 %	17.6 %
CX-3	-	0	-	-	-	0	-	-
CX-30	4,764	7,940	(40.0) %	(37.8) %	43876	67,841	(35.3) %	(34.7) %
CX-5	11,759	12,887	(8.8) %	(5.4) %	97558	95,531	2.1 %	3.1 %
CX-9	-	0	-	-	-	4	-	-
CX-50 TTL	10,028	8,668	15.7 %	20.0 %	70,752	51,912	36.3 %	37.6 %
MX-30	0	0	-	-	-	0	-	-
CX-70 TTL	1,639	1,352	21.2 %	25.7 %	11597	3328	248.5 %	-
CX-90 TTL	6,801	6,024	12.9 %	17.1 %	41600	34313	21.2 %	22.4 %
CARS	3,149	4,388	(28.2) %	(25.6) %	28,112	30,682	(8.4) %	(7.5) %
TRUCKS	34,991	36,871	(5.1) %	(1.6) %	265,383	252,929	4.9 %	5.9 %
TOTAL	38,140	41,259	(7.6) %	(4.1) %	293,495	283,611	3.5 %	4.5 %
*Selling Days	27	28			205	207		

SOURCE Mazda North American Operations

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Additional assets available online:

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

<https://news.mazdausa.com/2025-09-03-Mazda-Reports-August-Sales-Results>