## MAZDA REPORTS SEPTEMBER SALES RESULTS

IRVINE, Calif., Oct. 1, 2025 / PRNewswire / -- Mazda North American Operations (MNAO) today reported total September sales of 26,169 vehicles; a decrease of 12.3 percent compared to September 2024. Year-to-date sales totaled 319,664 vehicles sold; an increase of 2 percent compared to the same time last year. With 24 selling days in September, compared to 23 the year prior, the company posted a decrease of 16 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 5,974 vehicles in September, an increase of 6.5 percent compared to September 2024. Year-to-date sales totaled 56,523; an increase of 0.1 percent compared to the same time last year.

September 2025 sales highlights include:

Third best September total sales since 1995. Best September sales of CX-50 with 8,876 vehicles sold.

Mazda Canada, Inc., (MCI) reported September sales of 7,996 vehicles, an increase of 18.5 percent compared to last year. Year-to-date sales totaled 64.017 vehicles sold; an increase of 16.1 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported September sales of 7,430 vehicles; a decrease of 4 percent compared to last year. Year-to-date sales totaled 75,069 vehicles sold; an increase of 9 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 Broll, please visit the online Mazda media center at news.mazdausa.com.

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	Month-To-Date				Year-To-Date			
	September	September	YOY %	% MTD	September	September	YOY %	% MTD
	2025	2024	Change	DSR	2025	2024	Change	DSR
Mazda3	1,500	2,621	(42.8) %	(45.2) %	22,837	28,068	(18.6) %	(18.3) %
Mazda 3 Sdn	1,043	1,440	(27.6) %	(30.6) %	16158	15,949	1.3 %	1.8 %
Mazda 3 HB	457	1,181	(61.3) %	(62.9) %	6679	12,119	(44.9) %	(44.6) %
Mazda6	0	0	-	-	0	0	0.0 %	0.0 %

MX-5 Miata	524	545	(3.9) %	(7.9) %	7,299	5,780	26.3 %	26.8 %
MX-5	321	284	13.0 %	8.3 %	3822	2,707	41.2 %	41.8 %
MXR	203	261	(22.2) %	(25.5) %	3477	3,073	13.1 %	13.6 %
CX-3	0	0	-	-	0	0	-	-
CX-30	3,271	5,739	(43.0) %	(45.4) %	47147	73,580	(35.9) %	(35.6) %
CX-5	8,230	8,524	(3.4) %	(7.5) %	105788	104,055	1.7 %	2.1 %
CX-9	0	0	-	-	0	4	-	-
CX-50 TTL	8,876	6,603	34.4 %	28.8 %	79,628	58,515	36.1 %	36.7 %
MX-30	0	0	-	-	0	0	-	-
CX-70 TTL	659	1,560	(57.8) %	(59.5) %	12256	4888	150.7 %	-
CX-90 TTL	3,109	4,249	(26.8) %	(29.9) %	44709	38562	15.9 %	16.4 %
CARS	2,024	3,166	(36.1) %	(38.7) %	30,136	33,848	(11.0) %	(10.6) %
TRUCKS	24,145	26,675	(9.5) %	(13.3) %	289,528	279,604	3.5 %	4.0 %
TOTAL	26,169	29,841	(12.3) %	(16.0) %	319,664	313,452	2.0 %	2.4 %
*Selling Days	24	23			229	230		

## SOURCE Mazda North American Operations

For further information: Tamara Mlynarczyk, Mazda North American Operations, media@mazdausa.com; Drew Cary, Mazda North American Operations, media@mazdausa.com

Additional assets available online:

PHOTOS (1)

https://news.mazdausa.com/2025-10-01-Mazda-Reports-September-Sales-Results