Mazda USA Newsroom

MAZDA REPORTS THIRD BEST JANUARY SALES RESULTS

Strong Sales Led by US Assembled CX-50

IRVINE, Calif., Feb. 3, 2026 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported total January sales of 28,958 vehicles, a decrease of 14 percent compared to January 2025. With 26 selling days in January, compared to 25 the year prior, the company posted a decrease of 17.3 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,109 vehicles in January, an increase of 15.6 percent compared to January 2025.

Sales highlights include:

- Third best January sales with 28,958 vehicles sold.
- Best-ever January sales of CX-50 sales with 10,415 vehicles sold.

Mazda Canada, Inc., (MCI) reported January sales of 4,974 vehicles, an increase of 4.9 percent compared to January last year.

Mazda Motor de Mexico (MMdM) reported January sales of 8,704 vehicles, an increase of 11 percent compared to January 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			
	January 2026	**January 2025**	**YOY % Change**	**% MTD DSR**	**January 2026**	**January 2025**	**YOY % Change**	**% MTD DSR**
Mazda3	2,473	2,983	(17.1) %	(20.3) %	2,473	2,983	(17.1) %	(20.3) %
Mazda 3 Sdn	1,270	2,096	(39.4) %	(41.7) %	1270	2,096	(39.4) %	(41.7) %
Mazda 3 HB	1,203	887	35.6 %	30.4 %	1203	887	35.6 %	30.4 %
Mazda6	0	0	-	-	0	0	-	-

MX-5 Miata	395	681	(42.0) %	(44.2) %		395	681	(42.0) %	(44.2) %	
MX-5	220	263	(16.3) %	(19.6) %		220	263	(16.3) %	(19.6) %	
MXR	175	418	(58.1) %	(59.7) %		175	418	(58.1) %	(59.7) %	
CX-3	-	0	-	-		-	0	-	-	
CX-30	2,423	6,657	(63.6) %	(65.0) %		2423	6,657	(63.6) %	(65.0) %	
CX-5	9,873	10,733	(8.0) %	(11.6) %		9873	10,733	(8.0) %	(11.6) %	
CX-9	0	0	0.0 %	0.0 %		0	0	0.0 %	0.0 %	
CX-50 TTL	10,415	6,335	64.4 %	58.1 %		10,415	6,335	64.4 %	58.1 %	
MX-30	0	0	-	-		0	0	0.0 %	0.0 %	
CX-70 TTL	672	947	(29.0) %	(31.8) %		672	947	(29.0) %	-	
CX-90 TTL	2,707	5,345	(49.4) %	(51.3) %		2707	5345	(49.4) %	(51.3) %	
CARS	2,868	3,664	(21.7) %	(24.7) %		2,868	3,664	(21.7) %	(24.7) %	
TRUCKS	26,090	30,017	(13.1) %	(16.4) %		26,090	30,017	(13.1) %	(16.4) %	
TOTAL	28,958	33,681	(14.0) %	(17.3) %		28,958	33,681	(14.0) %	(17.3) %	
*Selling Days	26	25				26	25			

SOURCE Mazda North American Operations

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