

## MAZDA REPORTS MARCH SALES RESULTS

IRVINE, Calif., April 1, 2026 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total March sales of 32,017 vehicles, a decrease of 25.7 percent compared to March 2025. With 25 selling days in March, compared to 27 the year prior, the company posted a decrease of 19.8 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,847 vehicles in March; a decrease of 3.8 percent compared to March 2025.

Sales highlights include:

- 2nd Best March Total Sales ever for CX-50 ICE
- Best Total and Retail Sales ever for CX-50 Hybrid
- Best Retail Sales month since April 2022 for Mazda 3 (Sedan and Hatchback combined)

Mazda Canada, Inc., (MCI) reported March sales of 5,563 vehicles, a decrease of 23.1 percent compared to March last year.

Mazda Motor de Mexico (MMdM) reported March sales of 7,507 vehicles, a decrease of 17 percent compared to March 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](http://news.mazdausa.com).

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	Month-To-Date				Year-To-Date			
	March	March	YOY %	% MTD	March	March	YOY %	% MTD
	2026	2025	Change	DSR	2026	2025	Change	DSR
Mazda3	3,707	3,530	5.0 %	13.4 %	9,309	9,351	(0.4) %	2.2 %
Mazda 3 Sdn	2,081	2,516	(17.3) %	(10.7) %	4867	6,706	(27.4) %	(25.5) %
Mazda 3 HB	1,626	1,014	60.4 %	73.2 %	4442	2,645	67.9 %	72.4 %
Mazda6	0	0	-	-	0	0	-	-

MX-5 Miata	970	922	5.2 %	13.6 %	1,695	2,446	(30.7) %	(28.9) %
MX-5	333	501	(33.5) %	(28.2) %	747	1,146	(34.8) %	(33.1) %
MXR	637	421	51.3 %	63.4 %	948	1,300	(27.1) %	(25.1) %
CX-3	-	0	-	-	-	0	-	-
CX-30	3,136	8,666	(63.8) %	(60.9) %	7898	21,032	(62.4) %	(61.4) %
CX-5	11,417	12,801	(10.8) %	(3.7) %	34992	34,410	1.7 %	4.4 %
CX-9	0	0	0.0 %	0.0 %	#N/A	0	0.0 %	0.0 %
CX-50 TTL	8,525	9,687	(12.0) %	(5.0) %	29,034	23,302	24.6 %	27.9 %
MX-30	0	0	-	-	#N/A	0	0.0 %	0.0 %
CX-70 TTL	866	2,452	(64.7) %	(61.9) %	2466	4622	(46.6) %	-
CX-90 TTL	3,396	5,039	(32.6) %	(27.2) %	9079	15153	(40.1) %	(38.5) %
CARS	4,677	4,452	5.1 %	13.5 %	11,004	11,797	(6.7) %	(4.2) %
TRUCKS	27,340	38,645	(29.3) %	(23.6) %	83,469	98,519	(15.3) %	(13.0) %
<b>TOTAL</b>	32,017	43,097	(25.7) %	(19.8) %	94,473	110,316	(14.4) %	(12.1) %
*Selling Days	25	27			75	77		

SOURCE Mazda North American Operations

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Additional assets available online:

 [PHOTOS \(1\)](#)

<https://news.mazdausa.com/2026-04-01-Mazda-Reports-March-Sales-Results>