Mazda USA Newsroom

MAZDA REPORTS JULY SALES RESULTS

IRVINE, Calif., Aug. 3, 2026 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported total July sales of 39,180 vehicles, a decrease of 13 percent compared to July 2025. Year-to-date sales totaled 241,014 vehicles sold; a decrease of 5.6 percent compared to the same time last year. With 26 selling days in July compared to 26 the year prior, the company posted a decrease of 13 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 7,123 vehicles in July; an increase of 13.6 percent compared to July 2025.

Sales highlights include:

- Third best July total sales ever
- Best-ever July total sales for CX-90 MHEV
- Best July in CPO program history

Mazda Canada, Inc., (MCI) reported July sales of 7,753 vehicles, a decrease of 2.7 percent compared to June last year. Year-to-date sales totaled 42,102 vehicles sold; a decrease of 11.8 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			
	July 2026	**July 2025**	**YOY % Change**	**% MTD DSR**	**July 2026**	**July 2025**	**YOY % Change**	**% MTD DSR**
Mazda3	3,903	2,082	87.5 %	87.5 %	24,355	19,028	28.0 %	29.4 %
Mazda 3 Sdn	2,787	1,453	91.8 %	91.8 %	14889	13,501	10.3 %	11.5 %
Mazda 3 HB	1,116	629	77.4 %	77.4 %	9466	5,527	71.3 %	73.2 %
Mazda6	0	0	0.0 %	0.0 %	0	0	0.0 %	0.0 %
MX-5 Miata	974	1,163	(16.3) %	(16.3) %	5,984	5,935	0.8 %	2.0 %

	MX-5	503	500	0.6 %	0.6 %		2997	3,060	(2.1) %	(1.0) %	
	MXR	471	663	(29.0) %	(29.0) %		2987	2,875	3.9 %	5.1 %	
	CX-3	-	0	-	-		-	0	-	-	
	CX-30	4,526	4,124	9.7 %	9.7 %		26142	39,112	(33.2) %	(32.4) %	
	CX-5	12,068	15,539	(22.3) %	(22.3) %		74760	85,799	(12.9) %	(11.9) %	
	CX-9	-	0	-	-		-	0	-	-	
	CX-50 TTL	11,691	13,810	(15.3) %	(15.3) %		76,510	60,724	26.0 %	27.4 %	
	MX-30	0	0	0.0 %	0.0 %		-	0	-	-	
	CX-70 TTL	1,187	1,600	(25.8) %	(25.8) %		7161	9958	(28.1) %	0.0 %	
	CX-90 TTL	4,831	6,739	(28.3) %	(28.3) %		26102	34799	(25.0) %	(24.1) %	
	CARS	4,877	3,245	50.3 %	50.3 %		30,339	24,963	21.5 %	22.9 %	
	TRUCKS	34,303	41,812	(18.0) %	(18.0) %		210,675	230,392	(8.6) %	(7.5) %	
	TOTAL	39,180	45,057	(13.0) %	(13.0) %		241,014	255,355	(5.6) %	(4.6) %	
	*Selling Days	26	26				178	180			

SOURCE Mazda North American Operations

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