

MAZDA REPORTS BEST-EVER SEPTEMBER SALES RESULTS

IRVINE, Calif., Oct. 1, 2026 /PRNewswire/ -- [Mazda North American Operations](#) (MNAO) today reported total September sales of 34,519 vehicles, an increase of 31.9 percent compared to September 2025. Year-to-date sales totaled 310,268 vehicles sold; a decrease of 2.9 percent compared to the same time last year. With 25 selling days in September compared to 24 the year prior, the company posted an increase of 26.6 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,194 vehicles in September; an increase of 3.7 percent compared to September 2025.

Sales highlights include:

- Best-ever total September sales for CX-50 (combined ICE and Hybrid)
- Best-ever September sales for CX-50 Hybrid
- Best-ever September sales for CX-90 MHEV

Mazda Canada, Inc., (MCI) reported September sales of 6,454 vehicles, a decrease of 19.3 percent compared to September last year. Year-to-date sales totaled 56,148 vehicles sold; a decrease of 12.3 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported September sales of 8,539 vehicles, an increase of 15 percent compared to September last year. Year-to-date sales totaled 78,654 vehicles sold; an increase of 5 percent compared to 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			
	September	September	YOY %	% MTD	September	September	YOY %	% MTD
	2026	2025	Change	DSR	2026	2025	Change	DSR
Mazda3	3,704	1,500	146.9 %	137.1 %	32,486	22,837	42.3 %	43.5 %
Mazda 3 Sdn	2,794	1,043	167.9 %	157.2 %	21135	16,158	30.8 %	31.9 %
Mazda 3 HB	910	457	99.1 %	91.2 %	11351	6,679	70.0 %	71.4 %
Mazda6	0	0	0.0 %	0.0 %	0	0	0.0 %	0.0 %

MX-5 Miata	689	524	31.5 %	26.2 %	7,598	7,299	4.1 %	5.0 %
MX-5	407	321	26.8 %	21.7 %	3909	3,822	2.3 %	3.2 %
MXR	282	203	38.9 %	33.4 %	3689	3,477	6.1 %	7.0 %
CX-3	-	0	-	-	-	0	-	-
CX-30	3,706	3,271	13.3 %	8.8 %	34386	47,147	(27.1) %	(26.4) %
CX-5	11,345	8,230	37.8 %	32.3 %	95762	105,788	(9.5) %	(8.7) %
CX-9	-	0	-	-	-	0	-	-
CX-50 TTL	9,147	8,876	3.1 %	(1.1) %	95,351	79,628	19.7 %	20.8 %
MX-30	0	0	0.0 %	0.0 %	-	0	-	-
CX-70 TTL	1,296	659	96.7 %	88.8 %	9686	12256	(21.0) %	0.0 %
CX-90 TTL	4,632	3,109	49.0 %	43.0 %	34999	44709	(21.7) %	(21.0) %
CARS	4,393	2,024	117.0 %	108.4 %	40,084	30,136	33.0 %	34.2 %
TRUCKS	30,126	24,145	24.8 %	19.8 %	270,184	289,528	(6.7) %	(5.9) %
TOTAL	34,519	26,169	31.9 %	26.6 %	310,268	319,664	(2.9) %	(2.1) %
*Selling Days	25	24			229	231		

SOURCE Mazda North American Operations

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Additional assets available online:

 [PHOTOS \(1\)](#)

<https://news.mazdausa.com/2026-10-01-Mazda-Reports-Best-Ever-September-Sales-Results>