Mazda USA Newsroom

MAZDA REPORTS 2ND BEST-EVER OCTOBER SALES RESULTS

WASHINGTON, Nov. 3, 2026 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported total October sales of 31,446 vehicles, an increase of 25 percent compared to October 2025. Year-to-date sales totaled 341,714 vehicles sold; a decrease of .9 percent compared to the same time last year. With 28 selling days in October compared to 27 the year prior, the company posted an increase of 20.5 percent on a Daily Selling Rate (DSR) basis.

CPO sales totaled 6,544 vehicles in October; an increase of 5.9 percent compared to October 2025.

Sales highlights include:

- 2nd Best-ever October total sales
- Best-ever October sales of CX-90 MHEV
- 2nd Best-ever October sales of CX-50 ICE
- Best-ever October CPO sales

Mazda Canada, Inc., (MCI) reported October sales of 6,446 vehicles, a decrease of 5.4 percent compared to October last year. Year-to-date sales totaled 62,594 vehicles sold; a decrease of 11.6 percent compared to the same time last year.

Mazda Motor de Mexico (MMdM) reported October sales of 10,436 vehicles, an increase of 12 percent compared to October last year. Year-to-date sales totaled 89,090 vehicles sold; an increase of 6 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			
	October 2026	**October 2025**	**YOY % Change**	**% MTD DSR**	**October 2026**	**October 2025**	**YOY % Change**	**% MTD DSR**
Mazda3	3,534	1,440	145.4 %	136.7 %	36,020	24,277	48.4 %	48.9 %
Mazda 3 Sdn	2,606	920	183.3 %	173.1 %	23741	17,078	39.0 %	39.6 %
Mazda 3 HB	928	520	78.5 %	72.1 %	12279	7,199	70.6 %	71.2 %

Mazda6	0	0	0.0 %	0.0 %		0	0	0.0 %	0.0 %
MX-5 Miata	634	503	26.0 %	21.5 %		8,232	7,802	5.5 %	5.9 %
MX-5	365	308	18.5 %	14.3 %		4274	4,130	3.5 %	3.9 %
MXR	269	195	37.9 %	33.0 %		3958	3,672	7.8 %	8.2 %
CX-3	-	0	-	-		-	0	-	-
CX-30	3,362	3,390	(0.8) %	(4.4) %		37748	50,537	(25.3) %	(25.0) %
CX-5	9,689	8,983	7.9 %	4.0 %		105451	114,771	(8.1) %	(7.8) %
CX-9	-	0	-	-		-	0	-	-
CX-50 TTL	8,249	8,351	(1.2) %	(4.7) %		103,600	87,979	17.8 %	18.2 %
MX-30	0	0	0.0 %	0.0 %		-	0	-	-
CX-70 TTL	1,358	343	295.9 %	281.8 %		11044	12599	(12.3) %	0.0 %
CX-90 TTL	4,620	2,153	114.6 %	106.9 %		39619	46862	(15.5) %	(15.1) %
CARS	4,168	1,943	114.5 %	106.9 %		44,252	32,079	37.9 %	38.5 %
TRUCKS	27,278	23,220	17.5 %	13.3 %		297,462	312,748	(4.9) %	(4.5) %
TOTAL	31,446	25,163	25.0 %	20.5 %		341,714	344,827	(0.9) %	(0.5) %
*Selling Days	28	27				257	258		

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

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