Mazda USA Newsroom

MAZDA WELCOMES THE SEASON WITH ANNUAL WINTER SALES EVENT OFFERING EXCEPTIONAL CUSTOMER INCENTIVES

Dealers nationwide offer savings of up to $3,000 on select crossover vehicles through January 4, 2027

IRVINE, Calif., Nov. 4, 2026 /PRNewswire/ -- Mazda North American Operations (MNAO) today announced its annual Winter Sales Event, featuring attractive customer cash savings and special APR financing rates for qualified buyers on certain 2026 model year vehicles. From November 3, 2026 through January 4, 2027, qualified buyers can save up to $3,000 in Customer Cash or low APR financing across Mazda's line of award-winning crossovers – each thoughtfully engineered with standard i-Activ AWD to deliver uplifting experiences in all winter conditions.

The Winter Sales Event customer cash offer includes[1]:

$1,000 Customer Cash:
- Mazda CX-30 (all trims)
- Mazda CX-5 (2.5, SE and PF trims)
- Mazda CX-50 (PY trim)
- Mazda CX-50 Hybrid (PF trim)

$1,500 Customer Cash
- Mazda CX-50 Hybrid (PR and PP trims)

$3,000 Customer Cash:
- Mazda CX-50 (PYT trim)

In addition, Winter Sales Event customers may also qualify for 0% for 60 months, 1.9% for 60 months, or rates as low as 1.9% for 72 months[1]:

CX-30:
- 2.9% APR for 36 months; 3.9% for 60 months; 4.9% for 72 months.

CX-5**:** Rates vary by market and trim, with offers as low as:
- 0% APR for 36 months
- 0% APR for 60 months on select trims/markets
- 1.9% APR for 60 months
- 1.9% APR for 72 months on select trims/markets

CX-50:
- 0% APR for 36 months; 1.9% for 60 months; 2.9% for 72 months.

These offers are available for a limited time at participating Mazda dealerships nationwide. Visit your local Mazda dealership or MazdaUSA.com

[1] Current Mazda Incentives & Special Offers I Mazda USA for complete details and eligibility requirements.

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.

Follow @MazdaUSA on social media: Facebook, Instagram, TikTok, X, YouTube, and Threads.

SOURCE Mazda North American Operations

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