

MAZDA REPORTS 8.9 PERCENT SALES INCREASE FOR JULY

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IRVINE, Calif. - Mazda North American Operations (MNAO) today reported an 8.9 percent increase in sales for July 2010, with 20,732 vehicles sold. Year-to-date sales through July stand at 136,451, and are outpacing last year's sales at this time by 14.3 percent.

Mazda's much-anticipated, all-new 2011 MAZDA2 went on sale in late July and posted a modest 38 units sold as vehicles begin to make their way from ports to dealer showrooms. Boasting a sticker price under \$14,000, MAZDA2 is a stylish, eco-friendly, fun-to-drive five-door hatchback that offers a dose of Zoom-Zoom others in its class cannot.

Mazda's successful crossover SUVs posted strong gains in July. CX-7 reported sales of 2,650 units, up 93.6 percent, while CX-9 posted its best-ever July with sales of 2,755 units, up 48.4 percent.

The sporty MAZDA6 mid-size sedan's sales continue to rise as it reported a 24.1 percent gain, with sales of 3,124 units. As we move further into summer, MX-5 sales continue to heat up, with 675 sales in July accounting for a 17.4 percent increase.

Mazda Motor de Mexico (MMdM) posted its best-ever July with a 97.0 percent increase versus July 2009, with 2,193 units sold. This boosts MMdM's year-to-date sales to 13,237, accounting for an increase of 31.0 percent versus the same period last year.

Celebrating its 40th Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) [1] in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by [Mazda Canada, Inc.](#), located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

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Attachment (click to download)

[Mazda Sales Results - July '10.xls](#)
[2] 45.5 KB

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