

MAZDA REPORTS AUGUST SALES

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IRVINE, Calif. ? Mazda North American Operations (MNAO) today reported August sales of 19,739, a decrease of 25.6 percent (down 22.7 percent on a daily selling rate basis) compared to last August. August 2009 was during the very successful Cash for Clunkers program, where Mazda?s sales were up 12.1 percent.

Year-to-date sales through August 2010 stand at 156,190, and are outpacing last year?s sales at this time by 7.0 percent (up 7.5 percent DSR).

The all-new 2011 MAZDA2 is beginning to make its way from ports to dealer showrooms and sold a modest 469 vehicles in August. 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 Motor de Mexico (MMdM) posted its best-ever August with a 76.0 percent increase versus August 2009, with 2,183 units sold. Both MAZDA3 (up 73 percent) and MAZDA6 (up 284 percent) posted strong sales. Mazda Canada Inc. (MCI) reported 7,486 units sold, an increase of 9.0 percent compared to last August. Year-to-date, MCI sales are up 7.0 percent with 55,613 units sold.

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 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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