

# MAZDA REPORTS BEST SALES MONTH OF THE YEAR

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IRVINE, Calif. - Propelled by the Federal government's "Cash for Clunkers" (CARS) program, Mazda North American Operations (MNAO) today reported its best sales month of the year and best August since 2003. August 2009 sales of 26,542 represented an increase of 12.1 percent versus August of 2008, and up 20.7 percent on a daily selling rate (DSR) basis (26 selling days in August compared to 28 in 2008).

"Cash for Clunkers brought customers back to the showrooms in volumes we haven't seen in nearly 18 months," said Jim O'Sullivan, MNAO president and CEO. "Nearly every manufacturer with a qualifying vehicle saw a lift for the month. We're hopeful that we've turned the corner and that better times are ahead for the industry."

The all-new 2010 MAZDA3 and multi-activity vehicle MAZDA5 led the way with sales increases of 33.3 percent (43.5 DSR) and 44.9 percent (56.1 DSR) respectively. Both vehicles set best-ever August sales records.

Fifty-eight percent of the Mazdas sold under the Cash for Clunkers program were MAZDA3s, the company's most fuel-efficient vehicle. Additionally, the program has driven MAZDA5 availability down to its lowest level ever, as demand has outstripped supply in many areas of the country.

Also reporting strong sales for the month were Mazda's full lineup of SUVs, as the CX-7, CX-9 and Tribute all turned in their best sales performances of 2009.

Headquartered in Irvine, Calif., Mazda North American Operations 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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