

MAZDA REPORTS DECEMBER AND FULL-YEAR 2009 SALES

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IRVINE, Calif. - Mazda North American Operations (MNAO) today reported December 2009 sales of 18,255, up 1.6 percent versus December 2008, and the strongest single month of the last four. Full-year 2009 sales were 207,767, down 21.3 percent. There were 28 selling days in December 2009 compared to 26 in 2008, and 310 selling days in both 2008 and 2009.

"Going in, we knew 2009 was going to be an extremely difficult year, and it lived up to its early billing all the way to the end," said Jim O'Sullivan, president and CEO, MNAO. "We reduced our fleet sales all year long to focus on long-term brand strength, residual values and profitability. With December coming in higher than last year, optimism is strong for a brighter 2010."

The all-new 2010 MAZDA3 reported a sales increase in December of 1.5 percent with 7,981 units sold, and represented nearly half of all Mazdas sold in the U.S. during 2009. Mazda's crossover SUVs showed strong sales in December, with CX-7 reporting a sales increase of 120.5 percent for the month with 2,578 vehicles sold, while CX-9 reported sales of 2,637 units, an increase of 25.4 percent.

Mazda Motor de Mexico (MMdM) celebrated its best sales month ever. The company sold 3,115 vehicles, up 15 percent versus last December. December also marks the first month MMdM has reported sales of more than 3,000 units. For 2009, MMdM reported 18,914 total sales, accounting for a 14 percent decrease versus 2008. The all-new MAZDA3 and the CX-9 each recorded their best-ever sales months in December.

Mazda Canada Inc. (MCI) reported December sales of 4,261 units, down 5.5 percent compared to December 2008. Overall sales for 2008 were down 13.3 percent compared to overall 2008 sales, with 73,672 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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