

MAZDA REPORTS INCREASED SALES FOR APRIL

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IRVINE, Calif. ? Mazda North American Operations (MNAO) today reported its seventh consecutive month of sales increases with April 2010 sales of 18,935, an increase of 17.3 percent versus April 2009.

MAZDA3 recorded its best April since 2005. Winner of ALG?s Residual Value Award for highest retained value after three years in service, the MAZDA3 reported increased sales of 27.6 percent with 9,320 units sold.

Mazda?s crossover SUVs ? CX-9 and CX-7 ? also posted strong April sales. CX-9 reported its best April sales ever with sales of 2,219 units, up 88.2 percent, while CX-7 sales jumped 79.2 percent with 2,237 units sold.

Rounding out the North American market, Mazda Motor de Mexico (MMdM) had a very strong sales month with a 59.6 percent increase in sales compared to April 2009 with 8,152 units sold. Mazda Canada Inc. (MCI) reported 8,338 units sold, up 1.7 percent compared to last April.

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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