

# MAZDA REPORTS NOVEMBER 2008 SALES

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*- MAZDA5 Sales Lead The Way -*

IRVINE, Calif. - Mazda North American Operations (MNAO) today reported November 2008 sales of 14,134, down 31.3 percent versus last year (down 28.6 percent on a DSR basis), and year-to-date sales of 245,984, down 9.3 percent.

The MAZDA5 multi-activity vehicle had an incredible sales month with sales of 1,499 units; volume was up more than three times over November 2007. On a year-to-date basis, the MAZDA5 is up 36.8 percent.

"We initially thought the light at the end of the tunnel would be getting closer as we neared the end of the year, but every sale continues to be a struggle," said Jim O'Sullivan, president and CEO, MNAO. "There's credit out there, and fuel prices have receded to levels we haven't seen in a year, but consumer confidence remains the problem. Down a little more than nine percent year-over-year may be nothing to crow about, but we feel we'll be well positioned for when the economy turns, thanks to the right cars, at the right price, sold through the right dealers."

The all-new 2009 MAZDA6, which arrived at dealerships across the country in September, continues its strong start. The new MAZDA6 features a larger body than the outgoing car, as well as more powerful - and more fuel efficient - engine choices.

Mazda Motor de Mexico (MMdM) celebrated its best-ever November with sales of 1,994 vehicles, up 36 percent versus last year. On a year-to-date basis, MMdM reported 19,293 total sales, accounting for a 33 percent increase versus last year. The all-new MAZDA6 also had a record month with 407 vehicles sold, up 450 percent versus last November. Mazda Canada Inc. (MCI) reported November sales of 5,024 units, up slightly compared to November 2007.

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, Mexico and Puerto Rico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; in Mexico by Mazda Motor de Mexico in Mexico City; and in Puerto Rico by Mazda de Puerto Rico in San Juan.

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