MAZDA REPORTS OCTOBER 2009 SALES

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IRVINE, Calif. - Mazda North American Operations (MNAO) today reported October 2009 sales of 15,068, a decrease of 8.4 percent versus October of 2008. Overall, total yearly sales are reported at 175,257, down 24.4 percent compared to 2008.

The all-new 2010 MAZDA3 [1] led the way with sales of 6,729 vehicles, an increase of 10.4 percent, and the best October since 2007. The 2010 MAZDA3 is a redefined, reengineered, and restyled sport compact that delivers improved appearance and performance, fresh features, and an unmatched level of refinement.

MX-5 Miata, RX-8 and CX-7 all reported sales that represent the best October since 2007, signaling that Mazda is gaining strength and momentum.

Mazda Motor de Mexico (MMdM) reported sales of 1,591, down 20 percent versus last year. Mazda Canada Inc. (MCI) sold 5,612 units, down 8.1 percent compared to last October.

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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Mazda_Sales_Results_-_October_'09.xls [2]	34 KB

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