

# MAZDA REPORTS SALES INCREASE FOR FEBRUARY

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IRVINE, Calif. ? Mazda North American Operations (MNAO) today reported February 2010 sales of 17,054, an increase of 4.0 percent versus February 2009, and the fourth straight month of sales increases. Year-to-date, Mazda sales are up 2.9 percent, and up 5.1 percent on a DSR (daily selling rate) basis (48 selling days in 2010 compared to 49 selling days through February in 2009).

Leading the charge was the all-new 2010 MAZDA3, winner of ALG?s Residual Value Award for highest retained value after three years in service, with sales of 8,215 units. MAZDA3 had its best February sales month since 2007.

In addition, the Mazda CX-7 and CX-9 boasted strong February sales. CX-7 reported sales of 1,796 units, up 14.1 percent and CX-9 accounted 2,014 units, up 22.0 percent compared to February 2009.

Rounding out the North American market, Mazda Canada Inc. (MCI) sold 4,929 units, up 6.0 percent compared to last February, while Mazda Motor de Mexico (MMdM) reported sales of 1,722 units, down 3.0 percent versus last year.

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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