

MAZDA REPORTS SALES INCREASE FOR NOVEMBER

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IRVINE, Calif. ? Mazda North American Operations (MNAO) today reported November 2009 sales of 14,255 units, an increase of 9.6 percent versus November of 2008 on an a DSR (daily selling rate) basis (23 selling days in November 2009 compared to 25 selling days last November), up 0.9 percent unadjusted.

Overall, total yearly sales are reported at 189,512, down 22.4 percent DSR (23.0 percent unadjusted) compared to 2008.

With November sales of 5,923 units (up 3.2 percent), the wildly popular, all-new 2010 MAZDA3 continues to lead the charge for the Mazda lineup and is nearing 90,000 units sold in 2009. The Mazda CX-7 crossover SUV reported an outstanding 103.2 percent sales increase compared to the same period last year with 2,209 units sold.

MX-5 Miata (up 34.8%), RX-8 (up 13.1%) and CX-9 (up 13.1%) all reported strong November sales, signaling that Mazda is gaining strength and momentum.

Mazda Motor de Mexico (MMdM) reported sales of 1,682, down 16.0 percent versus last year. Mazda Canada Inc. (MCI) sold 5,117 units, up 2.0 percent compared to last November.

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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