

MAZDA REPORTS SEPTEMBER 2009 SALES

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IRVINE, Calif. ? Mazda North American Operations (MNAO) today reported September 2009 sales of 14,234, a decrease of 12.0 percent versus September of 2008.

On a daily selling rate (DSR) basis, sales were down 15.5 percent, with 25 selling days in 2009 compared to 24 in 2008.

Overall, total yearly sales are reported at 160,189, down 25.6 percent compared to 2008, or 25.3 percent on a DSR basis.

The all-new 2010 MAZDA3 led the way with sales of 6,227 vehicles, an increase of 3.3 percent. 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.

Mazda Motor de Mexico (MMdM) reported sales of 1,178.

Mazda Canada Inc. (MCI) sold 6,520 units, down 3.6 percent compared to last September.

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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	Month-To-Date			Year-To-Date	
	September 2009	September 2008	% Change	% MTD DSR	September 2009
Mazda3	6,227	6,029	3.3%	(0.8)%	75,833
Mazda5	652	1,080	(39.6)%	(42.0)%	14,918
Mazda6	3,484	3,694	(5.7)%	(9.5)%	26,998
MX-5 Miata	502	608	(17.4)%	(20.7)%	6,449

RX-8	234	274	(14.6)%	(18.0)%	1,627	2
CX-7	1,561	1,811	(13.8)%	(17.3)%	14,042	2
CX-9	1,390	2,108	(34.1)%	(36.7)%	14,903	2
Tribute	158	477	(66.9)%	(68.2)%	4,861	9
B-Series Truck	26	88	(70.5)%	(71.6)%	558	1

Total Vehicles

CARS	11,099	11,685	(5.0)%	(8.8)%	125,825	1
TRUCKS	3,135	4,484	(30.1)%	(32.9)%	34,364	5
TOTAL	14,234	16,169	(12.0)%	(15.5)%	160,189	2

MEMO:

IMPORT CAR	7,615	7,991	(4.7)%		98,827	1
IMPORT TRUCK	2,951	3,919	# (24.7)%		28,945	4
IMPORT TOTAL	10,566	11,910	(11.3)%		127,772	1
DOMESTIC CAR	3,484	3,694	(5.7)%		26,998	4
DOMESTIC TRUCK	184	565	(67.4)%		5,419	1
DOMESTIC TOTALS	3,668	4,259	(13.9)%		32,417	5
Selling Days	25	24			231	23

Attachment (click to download)

[September 2009 Sales Release Final.doc](#) [1] 25.5 KB

[Mazda Sales Results - September '09.xls](#)
[2] 34 KB

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