

MAZDA REPORTS THIRD STRAIGHT MONTH OF INCREASED SALES

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IRVINE, Calif. - Mazda North American Operations (MNAO) today reported January 2010 sales of 15,694, an increase of 1.8 percent versus January of 2009, and up 6.0 percent on a DSR (daily selling rate) basis (24 selling days in January 2010 compared to 25 selling days last January).

The all-new 2010 MAZDA3, winner of ALG's Residual Value Award for highest retained value after three years in service, continues as Mazda's volume leader with sales of 7,368 units. Meanwhile, the MAZDA6 reported a 14.0 percent increase with sales of 2,884 units, MAZDA5 posted sales of 1,627 units accounting for a 21.4 percent increase and the CX-7 crossover SUV reported a 39.3 percent increase with sales of 1,622 units.

"It is no secret that 2009 was a challenging year for the industry, so it is encouraging that we have had three consecutive months of increased sales in the U.S., and are starting the new year on the right track," said Jim O'Sullivan, MNAO President and CEO.

Rounding out the North American market, Mazda Motor de Mexico (MMdM) reported sales of 1,712 units, down 11.0 percent versus last year while Mazda Canada Inc. (MCI) sold 4,171 units, up 4.9 percent compared to last January.

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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