

MAZDA SALES SOAR IN JUNE

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IRVINE, Calif. ? Making a big splash into summer, Mazda North American Operations (MNAO) today reported a sizzling 32.8 percent sales increase for June 2010, with 18,238 vehicles sold. Through the first half of the year, MNAO has sold 115,719 vehicles and is outpacing last year's sales at this time by 15.3 percent, up 16.0 percent on a DSR basis (151 selling days thus far in 2010, compared to 152 in 2009).

Nearly every Mazda model posted substantial sales increases for June. The MAZDA6 mid-size sedan led the way with June sales up 84.2 percent (3,388 units sold). As fiscal uncertainty continues, the all-new, very affordable, 2010 MAZDA3 reported sales up 29.0 percent with 8,555 units sold. And as the summer heats up, so did MX-5 sales in June, with 638 units sold representing a 24.4 percent increase.

Mazda's successful crossover SUVs, CX-7 and CX-9, both reported increased sales in June. CX-7 reported a June sales increase of 70.3 percent (2,107 units sold) and CX-9 reported its best June sales ever, with 2,115 units sold, up 34.9 percent.

Rounding out the North American market, Mazda Motor de Mexico (MMdM) posted its best June sales ever with a 57 percent increase versus June 2009, with 1,859 units sold. This boosts MMdM's year-to-date sales to 11,044, accounting for an increase of 23 percent versus the same period 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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[Mazda Sales Results - June '10.xls](#)

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