

Mazda Surprised by Sales and Environmental Impact of Cash for Clunkers Program

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IRVINE, CA -Mazda North American Operations (MNAO), which reports July sales on Monday, has seen a marked increase in showroom traffic as a result of the week-old federal government's Cash for Clunkers (CARS) program. Fifty-seven percent of the Mazdas sold under the program have been MAZDA3s, the company's most fuel-efficient vehicle.

"We're obviously very pleased by the sales improvement the Cash for Clunkers program has provided," said Jim O'Sullivan, MNAO president and CEO. "But even more exciting is the positive environmental impact it's having.?"

"Americans have been asking for assistance to help them through this recession," O'Sullivan added, "And the overwhelming consumer demand as evidenced by the number of CARS transactions, demonstrates how important this program is to the average Joe.

"We and our dealers are requesting the White House and Congress to provide immediate additional funding for the Cash for Clunkers program. We're also asking that the program, which is still in its infancy, be continued in its current form so as not to confuse consumers."

Headquartered in Irvine, Calif., Mazda North American Operations 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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