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**Mazda UK achieves the biggest sales month**

**in its history with record-breaking March**

* March 2016 sees Mazda set an all-time monthly sales record.
* Mazda’s all SKYACTIV range one of the youngest in the industry.
* Last month Mazda UK sold over 11,500 cars - the biggest monthly sales number in its history.

Mazda UK has achieved the largest single month of sales in the company’s history. With March sales of over 11,500 cars, the record-breaking month eclipses the previous high of 11,405 set in September 2009 at the height of the scrappage scheme.

Thanks to a 2015 that saw the debut of three all-new models, plus substantially revised 2015 model year versions of the Mazda CX-5 and Mazda6, Mazda’s stylish and spirited range is now one of the freshest in the industry. This unprecedented new model offensive means the entire Mazda range now features award-winning SKYACTIV technology and eye-catching KODO: Soul of Motion design.

With sales growth at 14 per cent compared to an industry average of five per cent, Mazda’s success highlights the growing popularity of its award-winning model range, as does the 34 per cent retail growth. Commenting on the record-breaking performance Mazda UK Sales Director, Peter Allibon said “Mazda has been on an amazing journey over the last 12 months, with three all-new cars, two major model updates, upgraded dealer network facilities and year-on-year growth well in excess of the industry.”

Adding, “to top that off with an all-time monthly sales record in March is tremendous. It’s a fantastic reflection of the fresh, stylish and great to drive product range we currently have and it’s also a result of the dedicated and passionate teams we have, both within Mazda and the 135 dealers in our network. To deliver a record month with a 63 per cent retail mix without any government backed incentive schemes is quite an achievement, one that everyone connected with the brand should be proud of.”

March also saw the all-new Mazda MX-5 adding to its growing awards tally by taking both the World Car of the Year and World Car Design of the Year titles at the 2016 World Car Awards. While from the 1st of March, Mazda’s range has been complemented by the launch of the special edition Mazda3 Sport Black, which offers enhanced equipment and sporty styling additions to Mazda’s popular hatchback.

With enhanced finance offers on the ever popular Mazda CX-5 SUV, Mazda’s sales success is expected to continue into the spring, while looking towards the future, the all-new Mazda MX-5 RF made its international debut at the recent New York Motor Show ahead of its arrival in UK dealerships next year.

- Ends -

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*For further information please contact one of the following:*

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: gfudge@mazdaeur.com

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: omildenhall@mazdaeur.com

Lois Cavanagh, Press Officer | T: 01322 622 650 | Email: lcavanagh@mazdaeur.com

Martine Varrall, Press Officer | T: 01322 622 776 | Email: mvarrall@mazdaeur.com

Ref: 040416FINAL