

Mazda Production and Sales Results for March 2012 and for April 2011 through March 2012

Hiroshima, Japan, 25 April 2012. Mazda Motor Corporation's production and sales results for March 2012 and for April 2011 through March 2012 are summarized below.

I. Production*

	Breakdown	Mar. 2012		Apr. 2011 - Mar. 2012		Jan. - Mar. 2012	
		Units	YoY Change (%)	Units	YoY Change (%)	Units	YoY Change (%)
DOMESTIC PRODUCTION	Passenger Cars	71,241	+82.4	831,025	-2.3	208,776	+18.8
	Commercial Vehicles	1,398	+67.8	15,549	-6.8	3,652	+9.2
	Total	72,639	+82.1	846,574	-2.4	212,428	+18.6
OVERSEAS PRODUCTION	Passenger Cars	32,472	-6.5	294,678	-16.1	84,619	-11.4
	Commercial Vehicles	4,666	-16.0	43,694	-26.5	11,961	-20.2
	Total	37,138	-7.8	338,372	-17.6	96,580	-12.6
GLOBAL PRODUCTION	Passenger Cars	103,713	+40.6	1,125,703	-6.3	293,395	+8.1
	Commercial Vehicles	6,064	-5.1	59,243	-22.2	15,613	-14.8
	Total	109,777	+36.9	1,184,946	-7.2	309,008	+6.7

1. Domestic Production

(1) March 2012

Mazda's total production volume in March 2012 increased 82.1% compared to March 2011 due to increased production of both passenger and commercial vehicles.

[Domestic production of key models in March 2012]

Mazda3 (Axela): 29,345 units (up 97.0% year-on-year)

CX-5: 16,234 units

Mazda2 (Demio): 10,831 units (up 56.8% year-on-year)

(2) April 2011 through March 2012

Mazda's domestic production volume in the period from April 2011 through March 2012 decreased 2.4% compared to the same period last year.

[Domestic production of key models in April 2011 through March 2012]

Mazda3 (Axela): 317,899 units (down 12.5% year-on-year)

Mazda2 (Demio): 165,594 units (up 14.3% year-on-year)

Mazda5 (Premacy): 89,180 units (up 9.7% year-on-year)

CX-5: 46,699 units

* As of January 2007, overseas production figures are based on Mazda brand units coming off the production line (does not include CKD units).

2. Overseas Production

(1) March 2012

Mazda's overseas production volume in March 2012 decreased 7.8% compared to March 2011, reflecting decreased production of both passenger and commercial vehicles.

[Overseas production of key models in March 2012]

Mazda6: 17,395 units (up 4.9% year-on-year)

Mazda3: 9,390 units (up 11.3% year-on-year)

(2) April 2011 through March 2012

Mazda's total overseas production volume in the period from April 2011 through March 2012 decreased 17.6% year-on-year, due to reduced production of both passenger and commercial vehicles.

[Overseas production of key models in the period from April 2011 through March 2012]

Mazda6: 157,042 units (down 17.9% year-on-year)

Mazda3: 83,034 units (up 20.5% year-on-year)

II. Domestic Sales

	Breakdown	Mar. 2012		Apr. 2011 - Mar. 2012		Jan. - Mar. 2012	
		Units	YoY Change (%)	Units	YoY Change (%)	Units	YoY Change (%)
DOMESTIC SALES	Passenger Cars	28,471	+59.8	180,039	+0.3	61,123	+31.2
	Commercial Vehicles	3,315	+26.0	25,499	-3.3	7,499	+15.6
	Registration Total	24,837	+62.0	156,349	-1.6	51,801	+29.6
	Micro-mini Total	6,949	+35.9	49,189	+4.6	16,821	+28.2
	Total	31,786	+55.5	205,538	-0.2	68,622	+29.3

(1) March 2012

Mazda's total domestic sales volume in March 2012 increased 55.5% compared to March 2011 due to increased sales of both passenger and commercial vehicles.

Mazda's registered vehicle market share was 5.0% (down 0.5 points year-on-year), with a 2.7% share of the micro-mini segment (down 0.5 points year-on-year) and a 4.2% total market share (down 0.5 points year-on-year).

[Domestic sales of key models in March 2012]

Mazda2 (Demio): 9,123 units (up 43.1% year-on-year)

CX-5: 4,623 units

AZ Wagon: 3,664 units (up 40.1% year-on-year)

(2) April 2011 through March 2012

Mazda's total domestic sales volume in the period from April 2011 through March 2012 remained almost the same as the same period last year (down 0.2% year-on-year) despite decreased production of commercial vehicles.

Mazda's registered vehicle market share was 5.1% (down 0.2 points year-on-year), with a 2.9% share of the micro-mini segment (unchanged year-on-year) and a 4.3% total market share (down 0.2 points year-on-year).

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[Domestic sales of key models in the period of April 2011 through March 2012]

Mazda2 (Demio): 66,110 units (up 9.0% year-on-year)
AZ Wagon: 23,804 units (up 3.6% year-on-year)
Mazda5 (Premacy): 20,524 units (down 18.5% year-on-year)
CX-5: 5,307 units

III. Exports

	Breakdown	Mar. 2012		Apr. 2011 - Mar. 2012		Jan. - Mar. 2012	
		Units	YoY Change (%)	Units	YoY Change (%)	Units	YoY Change (%)
EXPORTS	Passenger Cars	53,045	+33.8	653,847	-9.4	166,370	+2.0
	Commercial Vehicles	0	-	0	-	0	-
	North America	26,123	+99.8	278,911	-1.9	79,207	+26.4
	Europe	8,942	-8.3	173,928	-16.8	39,015	-18.7
	Oceania	7,776	+37.3	90,660	+28.5	24,530	+38.2
	Others	10,204	-8.7	110,348	-30.5	23,618	-31.9
	Total	53,045	+33.8	653,847	-9.5	166,370	+2.0

(1) March 2012

Mazda's export volume in March 2012 increased 33.8% compared to March 2011 due to increased shipments to North America and Oceania.

[Exports of key models in March 2011]

Mazda3: 28,031 units (up 52.3% year-on-year)
CX-5: 12,814 units

(2) April 2011 through March 2012

Mazda's export volume in the period from April 2011 through March 2012 decreased 9.5% year-on-year, reflecting reduced shipments to North America, Europe and other regions.

[Exports of key models in the period from April 2011 through March 2012]

Mazda3: 291,042 units (down 16.1% year-on-year)
Mazda2: 95,631 units (up 9.8% year-on-year)
CX-7: 77,581 units (down 16.1% year-on-year)
CX-5: 38,953 units

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