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Mazda rebuts tough UK car market

with 2018 sales increase

* Mazda Motors UK sold 39,602 cars in 2018, a 1.3 per cent increase over their UK volume in 2017.
* This growth comes in a UK market that is down by 6.8 per cent year-on-year.
* 2018 saw Mazda launch updates to all models with the exception of the soon to be replaced Mazda3.

In a busy 2018 that saw updates to the majority of its product line-up, Mazda Motors UK recorded a 1.3 per cent increase in sales compared to the previous year - bucking the overall trend of a UK market that declined by 6.8 per cent compared to 2017.

With the launch of the 2019 Mazda MX-5 and the new Mazda6, plus updates to the CX-3, Mazda2 and Mazda CX-5 ranges, the Japanese manufacturer delivered sales improvements in both the retail and fleet sectors. With a retail rise of 0.7 per cent set against a market decline of 6.3 percent, Mazda’s long standing strong retail performance continued in a market described by the Society of Motor Manufacturers and Traders as ‘highly turbulent’.

Mazda’s overall UK sales performance was also enhanced by a 2.5 per cent increase in fleet sales, which contrasts positively with an overall UK fleet market that reduced by 7.3 per cent in 2018. In a year where the industry has faced regulatory changes, altered demand for diesel engines and mixed consumer spending confidence, Mazda has delivered strong sales performance led by its award-winning CX-3 and CX-5 SUVs.

In a segment of the market awash with new arrivals, the updated Mazda CX-3 benefited from subtle styling updates and an enhanced cabin to deliver a strong 15.2 per cent increase in sales. Even more impressively, the award-winning Mazda CX-5 was up 36.3 per cent versus prior year volumes.

Commenting on the results, Mazda Motors UK Sales Director, Peter Allibon said: “I’m very happy with our sales volume in 2018 and it’s clear that our stylish, great to drive and high quality range continues to deliver for both fleet and retail customers. A great job by our dealer network has ensured we have had a strong performance in a tough consumer environment delivering the growth with a 65.8% retail mix of business.  Furthermore, our increased fleet sales are also very pleasing, in spite of continuing to limit engagement in high-cost fleet channels.

Adding, “it’s also worth noting that our sales increases in 2018 have come in spite of production challenges caused by the severe flooding in Hiroshima that affected our factory production. We are also in the run out phase of the current Mazda3.”

After a strong 2018, the New Year has already seen Mazda announce the updated 2019 Mazda CX-5, while the all-new Mazda3 will arrive in dealerships later in the year in what promises to an exciting 2019 for Mazda.

- Ends -

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