

Mazda accelerates European sales momentum

- **Unconventional automaker hikes new car sales by almost 30 per cent in April**
- **Mazda posts double-digit increases in most countries, raising market share**

Leverkusen, 16 May 2014. Mazda maintained a brisk pace of growth in passenger car sales in April. On the strength of its convention-defying new model generation, the Japanese carmaker sold 13,201 cars in Europe last month, an increase of 29.2 per cent versus April 2013. Year-on-year growth for the first four months of 2014 stood at 27.6 per cent, enabling Mazda to extend its European market share to 1.4 per cent, up from 1.2 per cent last year*. The figures made Mazda Europe's fastest-growing volume automaking group last month as well as so far this year.

Boosted above all by the now completed pan-European rollout of the all-new Mazda3 compact and unyielding popularity of the Mazda CX-5, the company easily outpaced the Europe's recovering passenger car market, which expanded by 4.2 per cent in April and 7.1 per cent for the year-to-date.

Featuring the company's revolutionary SKYACTIV Technology and stunning KODO – Soul of Motion designs, Mazda's award-winning new model generation epitomises the sustainable turnaround of the company following the global economic crisis and the end of Mazda's partnership with Ford. The company has adopted a truly unconventional approach to designing and manufacturing uncompromising cars that are exceptionally fun to drive, frugal and surprisingly affordable while offering some of the best resale values and lowest ownership costs in the industry.

"This momentum is sustainable because it is built on excellent products, and I can tell you that we have a lot more of those on the way in the next couple of years," says Mazda Motor Europe COO Philip Waring. "With growing production capacity around the world, we're also in a position to contend with such ever-increasing demand. The strategy we've chosen at Mazda is certainly proving to be a winner, as the recognition of growing numbers of customers confirms."

* Source: www.acea.be (European Automobile Manufacturers' Association), New Passenger Car Registrations, EU28 + EFTA (excluding Malta)

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