

For immediate release

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Mazda UK Notches Up Record Market Share Growth for Eighth Consecutive Year

- 2009 marks eight consecutive years of market share growth for Mazda UK – the only major manufacturer to record such growth
- 2.4 percent market share beats 2008 record
- 48,000 annual sales are ahead of forecast
- Performance boosts dealers' claims that Mazda is the franchise of choice
- Mazda dealer profitability 50 percent above industry average

Mazda starts 2010 in a unique position in the UK as the only major manufacturer to record eight consecutive years of market share growth with another record share in 2009. Mazda dealers have also seen a turnaround in their businesses with average profitability in 2009 fifty percent greater than the industry average, underlying why Mazda continues to be the franchise of choice for existing and prospective dealers.

Mazda UK grew its share of the UK new car market to a record 2.4 percent in 2009, selling a total of 47,934 vehicles. Total industry volume was 1,994,999. Mazda2 was the best selling car line with more Mazda2s sold in 2009 than any other car line in the history of Mazda with 17,011 registrations.

Mazda's popularity with auto retailers has seen the company's representation open points reduce to just seven with nineteen open points filled since the start of 2009 and the additional dealers contributing to the company's dramatic sales success.

Prior to 2009 Mazda's share of the market in 2008 was a record at 2.34 percent, which was ahead of the previous record of 2.12 percent achieved in 2007. In fact, Mazda has grown its market share each year since Mazda Corporation took over the business in 2001 from the prior distributor.

A year ago, as the economy was stuck in its deepest recession for decades, Mazda UK's Managing Director, Jeremy Thomson, forecast that the company would hold market share at 2.3 percent despite moving away from high cost fleet channels and further increasing focus on core retail sales.

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“To increase market share in such tough trading conditions is a tribute to how our dealers have responded to the crisis and shows that the measures we implemented in the second half of 2008 and early 2009 to make it easier for them to do business were the right ones,” said Mr Thomson.

“It also amply demonstrates why Mazda is increasingly seen as the franchise of choice by dealers wanting to switch or expand with a new franchise,” he said.

The year also marked a record single peak month of sales when in September Mazda sold 11,405 vehicles for a 3.0 percent market share. The previous highest sales month was March 2008 when sales of 10,497 were achieved.

This remarkable position follows the rapid response instigated by Mazda UK to the recession including reducing stock levels at dealerships, adjusting targets and the move to banking giant Santander for wholesale funding.

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