

Mazda European Sales up in December

- Retail sales up 9.4 percent last month
- Europe's Big-5 countries up double-digits for second straight month
- The UK and Germany close out 2009 with strong results
- 9 countries report December increases
- The UK, Turkey, Slovenia and Hungary set sales records last month

Leverkusen, 14 January 2010. Mazda Motor Europe closed out 2009 on a high note by selling 17,800 vehicles in December, which is an increase of 9.4 percent compared to December 2008. For the second month in a row, Mazda sales were up sharply in Europe's Big-5 countries, where an increase of 64 percent was reported.

Mazda was led by **the UK**, where an all-time December record volume of 4,700 units was achieved, up 264 percent, which translates into record monthly market share, estimated at 3.2 percent. For the year, Mazda sales in the UK stood at 49,500 units, the third highest ever, with an estimated calendar year market share of 2.5 percent, the highest ever recorded. Mazda also did well again in **Germany**, where KBA registrations stood at 2,608 units, up 4.7 percent versus December 2008. This closes out a good calendar year in Europe's largest market, where Mazda registered 60,032 vehicles, up 6.7 percent versus 2008.

In **France** sales rose for the second month in a row with a volume of 1,400 units, up 46 percent, and in **Italy** 1,100 Mazda vehicles found owners, up 54 percent. Three other countries achieved their second month in a row of sales increases as well – in **Switzerland** Mazda sold 760 units in December, up 71 percent, in **Turkey** the highest estimate market share ever at 1.4 percent was achieved based on a sales volume of 390 units, up 42 percent; and in **Sweden** 280 units were sold, up 30 percent year-on-year. Mazda also had a good December in **Norway** where 250 units were sold, up 41 percent, and in **the**

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Netherlands with a sales volume of 200 units, which is up 193 percent. A December record for volume was also set in **Slovenia**, at 80 units, and in **Hungary**, Mazda recorded its highest December market share ever, predicted to be 2.9 percent.

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