

Mazda shifts European sales into passing gear

- **Carmaker posts 55 per cent gain as sales of the all-new Mazda3 begin**
- **Mazda sustains run with fourth straight month above 30 per cent growth**

Leverkusen, 28 November 2013. Mazda is showing no signs of letting up after achieving the highest gain in October of any volume brand sold in Europe. Increasing unit sales by 55 per cent compared to October 2012, the Japanese company chalked up its fourth consecutive month of 30-plus per cent growth. The unconventional automaker has now sold 125,362 vehicles in the first ten months of 2013, 16.3 per cent more than during the same period last year*.

The arrival of the all-new Mazda3 at dealers in some markets helped boost the ongoing strong performance of the other two new-generation models. The result was a pronounced hike in several key European markets. Mazda's German sales, for example, rose 56 per cent in October and are now up 11 per cent for the year-to-date in a market that has contracted by 5.2 per cent year-on-year. The UK, too, remains a bastion of strength for Mazda, up 47 per cent and 16.2 per cent respectively, as do the Scandinavian markets, where combined sales rose by 54 per cent last month and 58 per cent over the ten-month period. Other bright spots included the Spanish and Polish markets, in each of which Mazda tripled its sales in October**.

As for the models themselves, the all-new Mazda3 has initially sold well, particularly in Germany, Austria and Switzerland. And there is clearly more room to the upside, with the Europe-wide rollout still under way. The Mazda6 flagship and Mazda CX-5 compact SUV, meanwhile, saw their biggest strength in October in the three Scandinavian countries along with Germany, Spain and the UK. In fact, unit sales of both models more than doubled year-on-year in most of these markets.

SKYACTIV Technology and the KODO – Soul of Motion designs are the trademarks of Mazda's convention-defying new generation. Built under the Sustainable Zoom-Zoom banner, these uncompromising cars blend striking lightweight designs and outstanding fuel economy with exceptional performance and safety – and, of course, Mazda's patented driving fun and reliability. The company's innovative manufacturing processes and advanced

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technology make it possible to offer them at reasonable prices, too. Awards for the CX-5 include Japan's Car of the Year 2012-13 as well as numerous best SUV, best crossover and green prizes across Europe and around the world. The Mazda6 was recently named Ireland's 2014 Family Car of the Year. It was also Swiss Car of the Year 2013 and one of the three finalists for the 2013 World Design Car of the Year, among other honours.

"We know how good these new Mazdas are, so it's reassuring to see that car buyers across Europe are getting the message in ever-growing numbers," says Mazda Motor Europe COO Phil Waring. "Now we're looking forward to finding out what a steady flow of the all-new Mazda3 into European showrooms will do for the sales figures in the months to come. It should be interesting."

* Source for European figures: www.acea.be (European Automobile Manufacturers' Association), New Passenger Car Registrations, EU + EFTA

** Sources for national figures: www.bilimp.dk (Danish Car Importer's Association); www.kba.de (German Federal Motor Transport Authority); www.bilimportorene.no (Norway's Automobile Importers' Association); www.pzpm.org.pl (Polish Automotive Industry Association); www.anfac.com (Spanish Association of Car & Truck Manufacturers); www.bilsweden.se (Swedish Association of Automobile Manufacturers and Importers); www.smmmt.co.uk (UK Society of Motor Manufacturers and Traders)

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