



For immediate release

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Mazda UK ends year on a high

- Annual sales grow 19% - nearly double UK industry performance
- Strong outlook for 2014
- New SKYACTIV models drive growth

Mazda UK saw sales grow by 19 per cent in 2013 from 2012 levels driven by strong demand for the Mazda CX-5 crossover and Mazda6 saloon and Tourer. Mazda's performance is well ahead of the industry which reported overall sales up 10.8 per cent last year, according to SMMT figures.

Mazda's sales for the second half of the year were up 40 per cent and there was a huge surge in the final quarter when sales grew by 50 per cent over the same period a year earlier.

With all-new Mazda3 arriving in showrooms from the beginning of this month (January), the momentum of the final quarter is forecast to continue in 2014. This will predominantly be driven by the growing range and appeal of models with SKYACTIV technology, which will represent over two thirds of the total volume.

"We have had great reports from our dealer network from last weekend's launch activity for Mazda3 with significant orders taken," said Mazda UK Managing Director Jeremy Thomson.

He expects the all-new Mazda3 and the continuing success of Mazda6 and Mazda CX-5 to defy convention and outperform the industry again in 2014 with sales growing by around ten per cent in what is expected to be a relatively flat market.

The driving forces of 2013 were the SKYACTIV duo of Mazda6 and CX-5. Sales of Mazda CX-5 more than doubled from 2012 levels to some 6,000 units while Mazda6 sales grew by 44 per cent, also reaching close to 6,000 units.

Mazda believes around a third of all new model Mazda6 buyers are switching, from or had actively considered buying, traditional premium brands. "The brand continues to strengthen and our new range of models have very broad appeal," said Thomson.

This success is reflected in the growth in core fleet sales, up 60 per cent in 2013 over 2012, led by demand for Mazda6. Despite this success, Mazda is still a strong retail brand, with two retail sales for every fleet sale reinforcing Mazda's appeal as a franchise of choice for dealer groups looking to expand their manufacturer portfolio.

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Twitter @mazdaukpr
info@mazda-press.co.uk | www.mazda-press.co.uk

Mazda's total sales in 2013 were 31,230, up from 26,280 in 2012 and the brand was one of the fastest growing in 2013.

- Ends –

Further press information is available from www.mazda-press.co.uk

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For further information please contact one of the following:

Graeme Fudge, PR Director / T: 01322 622 691 or via E-mail: gfudge@mazdaeur.com

Alison Terry, Senior Press Officer / T: 01322 622 713 or via E-mail: aterry@mazdaeur.com

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