



Mazda sustains growth on strength of new models

- **Popular all-new Mazda2 drives double-digit sales increase for Q2**
- **All-new Mazda CX-3 and MX-5 to bolster the carmaker's second-half revenues**

Leverkusen, 8 July 2015. Fuelled by innovative and strikingly designed models, Mazda chalked up its tenth consecutive quarter of growth in Europe. Unit sales increased by 13% year-on-year for its second quarter – April, May and June – to 47,232, as Mazda continued to outperform the overall European market, which recorded a 8.8% rise in sales*.

“Obviously we’re pleased to see the progress Mazda has made in Europe over the past few years since launching our new model generation,” says Mazda Europe Vice President Sales Martijn ten Brink. “And we’re by no means finished yet: The all-new Mazda CX-3 has exceeded our already high expectations since its launch last month, and the fourth generation MX-5 is also on the way.”

Mazda recorded the strongest increases in Spain, up 45% over the second quarter of 2014. Other markets also saw double-digit increases such as Italy (+35%), the Netherlands (+21%), Poland (+20%) and the UK (+19%)**.

The all-new line-up’s winning combination of lightweight and efficient SKYACTIV Technology and stunning KODO – Soul of Motion designs have catapulted Mazda into the fast lane in terms of both sales and profits. The company’s European dealership network, which is undergoing a redesign in favour of a more premium look, is further attracting crowds of new car buyers. Leading the way last quarter was the Mazda2, which saw sales up 57 per cent. June was particularly strong with sales increasing more than 93 per cent year over year***.

The CX-3, launched on 19 June, looks to be an immense hit in the rapidly growing small SUV segment and made a correspondingly significant contribution to sales. The hotly anticipated new-generation Mazda MX-5, meanwhile, arrives in Europe in August. By then, the Japanese carmaker will have launched seven new models in only two years.

* Source for European figures: www.acea.be (European Automobile Manufacturers’ Association), New Passenger Car Registrations, EU28 + EFTA (excluding Malta), supplemented by Mazda internal figures

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PRESS RELEASE

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** Sources for national figures: www.en.anfia.it (Italian Automotive Industry Association); www.raivereniging.nl (RAI, Dutch Bicycle and Automobile Industry Association); www.pzpm.org.pl (Polish Automotive Industry Association); www.anfac.com (Spanish Association of Car & Truck Manufacturers); smtt.co.uk (UK Society of Motor Manufacturers and Traders), supplemented by Mazda internal figures

*** Source for model data: Mazda internal figures

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