



Mazda smashes first-quarter record in global sales

- Introduction of new Mazda models drives vehicle sales to new high in first quarter

Hiroshima/Leverkusen, 1 August 2018. Mazda Motor Corporation beat the previous year's record for global vehicle sales in the first quarter of fiscal 2018-19, selling a total of 403,000 units around the world. With this performance, Mazda exceeded the record achieved last year by 7%.

Demand for the company's crossover models remained strong worldwide and the introduction of updated models drove sales momentum towards the end of the first quarter with the new CX-3 and Mazda6 launched in the first markets at the end of May and late June, respectively. The updated Mazda MX-5 will be launching across Europe in late summer 2018, promising a further boost to sales volumes for the second quarter.

As a region, ASEAN saw the highest year-on-year increase in vehicle turnover in the quarter from 1 April to 30 June, with unit sales surging 24% to 32,000, Japan contributing heavily to the growth with a 19% lift in sales to 49,000 units. North America posted the highest absolute turnover figures at 116,000 units sold, a 9% rise on last year's first-quarter figures. Sales in Europe* (excl. Russia) amounted to 59,000 units, up 1% year on year, with strong growth in several key markets, including 8,000 vehicles sold in the UK (+4%) and 6,000 sold in Spain (+27%).

Mazda's record vehicle sales brought in revenue of ¥873.1 billion (€6.72 billion**), resulting in operating profit of ¥33.1 billion (€255 million) and net income of ¥20.6 billion (€158 million). All three key indicators are in line with the business plan.

Continuing its progress on key initiatives, Mazda introduced a U.S. dealer support programme in July that includes transformation of the dealer network through reform of the incentive and brand experience programme. In line with the global strategy, the company plans to support future growth and reinforce the dealer network with high-quality dealers.

Mazda's full-year forecast remains unchanged with a global sales volume of 1,662,000 units, operating profit of ¥105 billion (€808 million) and net income of ¥80 billion (€615 million).

The company is still assessing the full impact of the recent record rainfall on production, and any associated effect on the sales plan and business performance. After the devastation caused by the record rainfall in July 2018, production in Japan was interrupted from 7-11 July, before being resumed in stages from 12 July onwards.

* EU, EFTA & Turkey

** Source: Mazda Motor Corporation's Consolidated Financial Results for the First Quarter of the Fiscal Year Ending March 31, 2019; euro figures were calculated at €1 = ¥130

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