

Mazda's European sales soar in first half

- **Convention-defying carmaker raises January-June unit sales by 23 per cent**
- **Mazda continues to gain market share despite overall European market recovery**

Leverkusen, 21 July 2014. Mazda continues to soar above the European automobile market in the first half of 2014, upholding its position as the region's fastest-growing volume car manufacturer. The convention-defying Japanese company hiked passenger car sales by 23 per cent year-on-year between January and June, outpacing the overall market (up 6.2 per cent) of by a wide margin. At 92,430 units, Mazda's turnover was good for a market share of 1.3 per cent, up one-tenth from 2013*.

As in previous quarters, Mazda achieved market-beating growth in almost every country. Portugal, Poland and Spain continue to spearhead year-to-date hikes in percentage terms, up 128, 75 and 74 per cent respectively during the first six months of 2014. The other major markets also saw double-digit increases, led by the UK (+27 per cent), Germany (+22 per cent), France (+15 per cent) and Italy (+11 per cent)**.

Mazda's new-generation models remain exceptionally popular – particularly its youngest member. During the first half, sales of the new Mazda3 multiplied by a factor of more than six in the Netherlands (+581 per cent), five in Sweden (+470 per cent), three in Denmark (+291 per cent), and two in Spain (+149 per cent). Mazda's popular compact also saw gains of above 50 per cent elsewhere, such as Germany and Switzerland. Demand for its two new-generation siblings, the Mazda6 and Mazda CX-5, remains solid as well with full order books going forward.

All these SKYACTIV Technology-based models combine stunning KODO designs and superb performance with class-leading fuel economy and Mazda's patented driving fun. This is proving to be a highly successful recipe for uncompromising cars that are both appealing and accessible to customers in Europe and around the world. More of them are on the way



too, including the next Mazda2 supermini and the new-generation of Mazda's iconic MX-5 roadster, which was first launched 25 years ago.

“Most markets across the region share a positive view for the balance of the year,” says Mazda Motor Europe COO Philip Waring. “The growing sales reflect not only our excellent products but also our strong and vibrant dealer network, which gives us a rock-solid foundation for consistent customer satisfaction.”

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

** Sources for national figures: www.bilimp.dk (Danish Car Importers Association); www.ccfa.fr (French Automobile Manufacturers Association); www.kba.de (German Federal Motor Transport Authority); 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.autoinforma.pt (Automobile Association of Portugal, Data Centre); www.anfac.com (Spanish Association of Car and Truck Manufacturers); bilsweden.se (Swedish Association of Automobile Manufacturers and Importers); www.auto-schweiz.ch (Auto Schweiz / Suisse importer's association); smtt.co.uk (UK Society of Motor Manufacturers and Traders)

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