

Mazda ends 2014 with double-digit EU sales growth

- Vehicle sales up 19%, led by strong Mazda3, CX-5 sales, market share also rises
- Company expects to maintain success with several new models launching in 2015

Leverkusen, 16 January 2015. Mazda closed out a solid year as one of Europe's fastest-growing carmakers, increasing unit sales in 2014 by 19% year-on-year to 175,028 and its European market share to 1.3%. The Japanese company also chalked up its eighth-consecutive quarter of growth, up 8.7% for the three months ending in December.¹

"That is our second year in a row with growth of almost 20 per cent in Europe. We're seeing strong demand from loyal Mazda customers as well as newcomers to the brand, who have identified Mazda's cars as being a great choice from both an emotional and rational perspective," says Mazda Motor Europe's Vice President Sales Martijn ten Brink. "In other words, they're great to drive, economical to operate and competitively priced – especially when you consider the generous specifications and high resale values."

All Mazda's new-generation models sold well. The Mazda3 spearheaded growth as 2014 sales rose 82% year-on-year to almost 50,000. And at just under 58,000 units, the Mazda CX-5 was the company's top European seller². As for the individual markets, Portugal, Poland and Spain led the way, up 79%, 77% and 71% respectively for the year. Mazda also managed impressive growth in its two biggest volume markets: German sales increased by 17% to 52,491, and the UK recorded a 21% rise to 37,784³.

Mazda is confident that it can maintain its growth course in 2015, which will see the launch of three all-new models starting with the Mazda2, which goes on sale in the high-volume B segment in March. The Mazda CX-3 will then join the rapidly growing city SUV class in early summer, followed by the eagerly anticipated fourth-generation Mazda MX-5 in the Autumn. The 2015 Mazda CX-5 and 2015 Mazda6 also arrive at dealers this year.

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

2) Source for model data: Mazda internal figures

3) Sources for national data: www.kba.de (German Federal Motor Transport Authority); 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); www.smmmt.co.uk (UK Society of Motor Manufacturers and Traders)

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