



For Immediate Release

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## Mazda Posts Sales Increase of 5.9 Percent in February

*- Mazda MX-5 Miata Posts Best February Since 2006 -*

IRVINE, Calif. (March 1, 2017) – [Mazda North American Operations](#) (MNAO) today reported February U.S. sales of 22,824 vehicles, representing an increase of 5.9 percent versus February of last year. With an equal amount of selling days in 2017 as in 2016, year-to-date sales through February are up 7.9 percent versus last year, with 44,522 vehicles sold.

### Key February sales notes:

- The Mazda MX-5 posted its best February since 2006 with 1,108 vehicles sold. With much of the country posting above-average temperatures in the month of February, sales of the MX-5 grew, marking a year-over-year (YOY) increase of 46 percent. Sales totals for the MX-5 include both the [MX-5 soft top](#) and [MX-5 RF](#).
- As the 2016.5 model year [Mazda CX-5](#) completes its last few months on the showroom floor, sales of the vehicle line remain strong, with 7,836 vehicles sold in the month of February. This number represents an increase of 3.4 percent YOY. The all-new [2017 Mazda CX-5](#) will go on sale in late-March 2017.
- Sales of the [Mazda CX-9](#) rose 368 percent YOY with 2,157 vehicles sold in the month of February.
- Total sales of Mazda's CX crossover SUV line, including the CX-3, CX-5 and CX-9, were up 14.6 percent YOY with 11,272 vehicles sold in the month of February. When making purchase decisions regarding crossover SUVs, Mazda customers continue to choose the AWD option, with 62 percent of CX-line vehicles sold in February being equipped with [i-ACTIV All-Wheel Drive](#).



Mazda Motor de Mexico (MMdM) reported February sales of 3,786 vehicles, down 8.5 percent versus February of last year.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through more than 600 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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