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Mazda Reports June 2008 Sales

MAZDA5 Sales up 29 Percent, MAZDA3 Reports Best June Ever

PR Newswire

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IRVINE, Calif., July 1 /PRNewswire/ -- Mazda North American Operations (MNAO) today reported June 2008 sales of 23,771 vehicles, a 7.7 percent decrease over last year, but an increase of 3.7 percent on a Daily Selling Rate (DSR) basis. There were 24 selling days in June 2008, 27 in June 2007. Despite a tough economic state in the automotive industry, Mazda's year-to-date sales are up 0.3 percent with 153,141 vehicles sold (up 0.9 percent on a DSR basis).

"Small, stylish, fuel-efficient -- those are the buzz words of the car business these days," said Jim O'Sullivan, President and CEO, MNAO. "As always, customers want the right vehicle at the right price, and never has this been so true as today, as MAZDA5 and MAZDA3 sales are proving."

Leading the way yet again, the MAZDA5 multi-activity vehicle posted a 29.2 percent increase versus last June, with 1,416 units sold. Redesigned for 2008, the MAZDA5 is a spirited vehicle that targets a very specific driver, with three rows, room for six passengers and up to 28 mpg (highway). Year-to-date, MAZDA5 sales are up 44.1 percent.

MAZDA3 also had a great month, recording its best June sales ever, up 8.9 percent with sales of 12,346.

Additionally, Mazda Motor de Mexico (MMdM) celebrated its best-ever June with sales of 1,586 vehicles, up 30 percent versus last year. MAZDA3 5-door and MAZDA6 both had their best sales month ever. On a year-to-date basis, MMdM reported 9,961 total sales, accounting for a 34 percent increase.

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada, Mexico and Puerto Rico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; in Mexico by Mazda Motor de Mexico in Mexico City; and in Puerto Rico by Mazda de Puerto Rico in San Juan.

Mazda North American Operations - June 2008

	Month-To-Date			Year-To-Date		
	June 2008	June 2007	% Change	June 2008	June 2007	% Change
Mazda3	12,346	11,341	8.9%	61,475	62,629	(1.8)%
Mazda5	1,416	1,096	29.2%	11,977	8,309	44.1%
Mazda6	3,685	3,814	(3.4)%	33,063	32,684	1.2%
MX-5 Miata	1,064	1,608	(33.8)%	7,149	9,603	(25.6)%
RX-8	333	509	(34.6)%	1,881	3,300	(43.0)%
CX-7	1,975	4,103	(51.9)%	15,974	20,455	(21.9)%
CX-9	1,830	1,955	(6.4)%	13,223	9,318	41.9%
Tribute	1,008	1,071	(5.9)%	7,576	4,646	63.1%
B-Series Truck	114	263	(56.7)%	823	1,618	(49.1)%
MPV	-	1	(100.0)%	-	122	(100.0)%
Total Vehicles						
CARS	18,844	18,368	2.6%	115,545	116,525	(0.8)%
TRUCKS	4,927	7,393	(33.4)%	37,596	36,159	4.0%
TOTAL	23,771	25,761	(7.7)%	153,141	152,684	0.3%
MEMO :						
IMPORT CAR	15,159	14,554	4.2%	82,482	83,841	(1.6)%
IMPORT TRUCK	3,805	6,059	(37.2)%	29,197	29,895	(2.3)%
IMPORT TOTAL	18,964	20,613	(8.0)%	111,679	113,736	(1.8)%
DOMESTIC CAR	3,685	3,814	(3.4)%	33,063	32,684	1.2%
DOMESTIC TRUCK	1,122	1,334	(15.9)%	8,399	6,264	34.1%
DOMESTIC TOTALS	4,807	5,148	(6.6)%	41,462	38,948	6.5%

Note: MPV & Protege are discontinued vehicles.

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