



Mazda Motor Europe Sales up in October

- Retail sales in Europe reach 27,200 units, up 7 percent year-on-year
- Six countries set all-time records
- 17 individual countries achieve sales increases

Leverkusen, 12 November 2008. Mazda had another good month in October; increasing sales compared to October 2007 by 7 percent, based on a retail volume of 27,200 units – the second highest October volume in company history. So far this year, January through October, Mazda has sold 307,000 vehicles in Europe, which is up 17 percent compared to the first 10 months of 2007.

The Mazda brand achieved sales increases in 17 European countries in October (see table below for details) including six markets that set all-time records. **Russia** again led the way, booking its 23rd consecutive month of double-digit growth and setting an October record for volume, at 6,200 units, up 29 percent. In the **UK** and **Spain**, Mazda achieved its highest October market shares ever, estimated at 2.0 and 1.3 percent respectively. **Portugal** set two October records: for retail volume at 530 vehicles, which is up 64 percent, and for an estimated market share of 2.4 percent. **Croatia** achieved its highest single-month sales volume in history, at 410 units, which is up 92 percent year-on-year. And in **Slovenia**, sales were up 69 percent versus October 2007, based on a volume of 150 units, the highest ever for October.

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Top Performing Markets in October 2008

Country	Mazda Retail Sales* October 2008	vs. October 2007	Highlights
Russia	6,200	+29%	Highest Oct. volume ever; 23 rd consecutive month of double/triple-digit growth
Austria	1,700	+70%	
Italy	1,600	+7%	
France	1,200	+11%	
Ukraine	1,200	+88%	3 rd consecutive month of double-digit growth
BELUX (Belgium + Luxembourg)	840	+133	Highest Oct. volume (vs. Belgium) since 1994
Switzerland	680	+35%	6 th consecutive month of double-digit growth
Denmark	670	+51%	
The Netherlands	620	+41%	
Portugal	530	+64%	Highest Oct. volume; highest Oct. market share ever
Croatia	410	+92%	Highest single month volume ever
Czech Republic + Slovakia	370	+81%	3 rd highest October volume ever; 14 th consecutive month of double/triple-digit growth
Norway	310	+14%	5 th consecutive month of double-digit growth
Hungary	280	+25%	3 rd highest Oct. volume ever
Slovenia	150	+69%	Highest Oct. volume ever; 14 th consecutive month of double-digit growth

* Mazda Motor Europe internal retail sales figures, which may differ from official registration figures

For further information contact:
Mazda Motor Europe
Public Relations
Tel: +49 2173 943 156
mazda-press@mazdaeur.com

Mazda Motor Europe GmbH

Hitdorfer Strasse 73 | D 51371 Leverkusen
Tel: +49 2173 943 156 | Fax: +49 2173 943 553
mazda-press@mazdaeur.com | www.mazda-press.com