

**Mazda North American Operations - December 2010**

	<u>Month-To-Date</u>				<u>Year-To-Date</u>			
	<u>December 2010</u>	<u>December 2009</u>	<u>% Change</u>	<u>% MTD DSR</u>	<u>December 2010</u>	<u>December 2009</u>	<u>% Change</u>	<u>% YTD DSR</u>
Mazda2	834	-	N/A	N/A	3,021	-	N/A	N/A
Mazda3	9,023	7,981	13.1%	17.2%	106,353	96,466	10.2%	11.0%
Mazda5	791	1,622	(51.2)%	(49.4)%	15,683	18,488	(15.2)%	(14.6)%
Mazda6	3,415	2,596	31.5%	36.4%	35,662	34,866	2.3%	2.9%
MX-5 Miata	352	464	(24.1)%	(21.3)%	6,370	7,917	(19.5)%	(19.0)%
RX-8	95	128	(25.8)%	(23.0)%	1,134	2,217	(48.8)%	(48.5)%
CX-7	3,413	2,578	32.4%	37.3%	28,788	20,583	39.9%	40.8%
CX-9	3,292	2,637	24.8%	29.5%	28,908	21,132	36.8%	37.7%
Tribute	264	247	6.9%	10.8%	3,637	5,525	(34.2)%	(33.7)%
B-Series Truck	-	2	(100.0)%	(100.0)%	10	573	(98.3)%	(98.2)%
<b><u>Total Vehicles</u></b>								
CARS	14,510	12,791	13.4%	17.6%	168,223	159,954	5.2%	5.9%
TRUCKS	<u>6,969</u>	<u>5,464</u>	<u>27.5%</u>	32.3%	<u>61,343</u>	<u>47,813</u>	<u>28.3%</u>	29.1%
<b>TOTAL</b>	<b><u>21,479</u></b>	<b><u>18,255</u></b>	<b><u>17.7%</u></b>	<b><u>22.0%</u></b>	<b><u>229,566</u></b>	<b><u>207,767</u></b>	<b><u>10.5%</u></b>	<b><u>11.2%</u></b>

MEMO:							
IMPORT CAR	11,095	10,195	8.8%		132,561	125,088	6.0%
IMPORT TRUCK	6,705	5,215	28.6%		57,696	41,715	38.3%
IMPORT TOTAL	<u>17,800</u>	<u>15,410</u>	<u>15.5%</u>		<u>190,257</u>	<u>166,803</u>	<u>14.1%</u>
DOMESTIC CAR	3,415	2,596	31.5%		35,662	34,866	2.3%
DOMESTIC TRUCK	264	249	6.0%		3,647	6,098	(40.2)%
DOMESTIC TOTALS	<u>3,679</u>	<u>2,845</u>	<u>29.3%</u>		<u>39,309</u>	<u>40,964</u>	<u>(4.0)%</u>
<b>Selling Days</b>	<b>27</b>	<b>28</b>			<b>308</b>	<b>310</b>	