



MAZDA MOTOR EUROPE – PRESS RELEASE

## MAZDA REPORTS FULL-YEAR RESULTS WITH IMPROVING PERFORMANCE AND POSITIVE OUTLOOK

- In Europe, sales slightly declined to 164,000 units, while the launch of the all-new Mazda CX-5 is expected to support future growth
- Positive outlook on sales and profitability despite challenging market environment

**Hiroshima/Leverkusen, 12 May 2026.** The Mazda Motor Corporation today announced its full-year financial and sales results, reporting global sales of 1,223,000 vehicles during the twelve-month period that ended 31 March 2026, a year-on-year decrease of 6%, primarily due to geopolitical factors and the runout of previous-generation models, including its best-selling Mazda CX-5.

Despite external factors such as the situation in the Middle East and the impact of changes in environmental regulations in the United States, Mazda's sales performance resulted in net sales of ¥4,918.2 billion (€28.1 billion\*), a 2% year-on-year decrease, resulting in a full-year operating profit of ¥51.6 billion (€295 million\*) and net income of ¥35.1 billion (€201 million\*).

While executing planned investments in new products and electrification, and in addition to U.S. tariffs, free cash flow was essentially breakeven. Mazda ended the fiscal year with ¥443 billion (€2.5 billion\*) in net cash, a 10.7% increase year-on-year.

North America remains Mazda's largest region, with sales of 582,000 units in the fiscal year, a 6% decrease year-on-year, primarily due to lower Mazda CX-30 sales in the United States amid high tariffs, the end of government incentives, and the runout of the previous-generation CX-5. In Europe, sales slightly declined to 164,000 units, while in Mazda's home market of Japan, 144,000 units were sold during the full fiscal year.

As part of its ongoing business structure transformation towards a more resilient and adaptable organisation, Mazda aims to achieve substantial volume and profit growth this fiscal year despite uncertainties such as geopolitical risks, tariffs, and rising raw material prices. Global sales are projected to reach 1,324,000 units, an 8% increase year-over-year. The company's outlook is positive across all regions, including Europe, where it forecasts sales of 197,000 units (+21% year-on-year).

Momentum is building with the global rollout of its best-selling model, the all-new Mazda CX-5, followed by the upcoming introduction of the all-new Mazda CX-6e<sup>1</sup> in Europe and other markets where electric vehicle adoption is growing. This SUV will complement the Mazda6e in Mazda's electric vehicle line-up.

While closely monitoring the business environment on an ongoing basis, Mazda forecasts full-year net sales of ¥5,500.0 billion (€30.6 billion\*), a 12% year-on-year increase, operating profit of ¥150.0 billion (€833.3 million\*), and net income of ¥90.0 billion (€500.0 million\*).



In order to maximise market coverage and enhance long-term competitiveness, Mazda will continue advancing its Lean Asset and Partnership Strategy based on its Multi-Solution Strategy, anticipating that the pace of electrification varies by region. The company will develop and launch four jointly developed electric vehicles with Changan Automobile in a short timeframe, while intensively investing in Mazda's unique hybrid technologies, large-platform products, and internal combustion engines adapted to the electrification era.

\*Source: [MAZDA: Financial Results & Presentation Documents | IR Library](#);

Euro figures for the fiscal year ended in March 2026 were calculated at €1 = ¥175 and for the full fiscal year ending March 2027 at €1 = ¥180

<sup>1</sup> Mazda CX-6e, 190 kW (258 PS): Energy consumption combined: 18.9-19.4 kWh/100 km;  
CO2 emissions combined: 0 g/km, CO2 class: A.

Further information on the electric range, energy costs, vehicle tax and CO<sub>2</sub> costs can be found at [www.mazda.de/Energieverbrauch](http://www.mazda.de/Energieverbrauch)

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