Lotlinx

VINCENSUS

Q3 2026 MAZDA



We are pleased to present the Q3 2026 Vincensus Report, one of the industry's most comprehensive analyses of automotive inventory performance and market trends.

MAZDA

Built on extensive VIN-level market intelligence and shopper behavior data, this report goes beyond reporting what happened - it highlights the trends, risks, and opportunities that matter most to dealers.

Each section is designed to provide actionable insights you can use to make more informed inventory decisions, improve inventory health, identify emerging market shifts, and optimize performance in the quarters ahead.

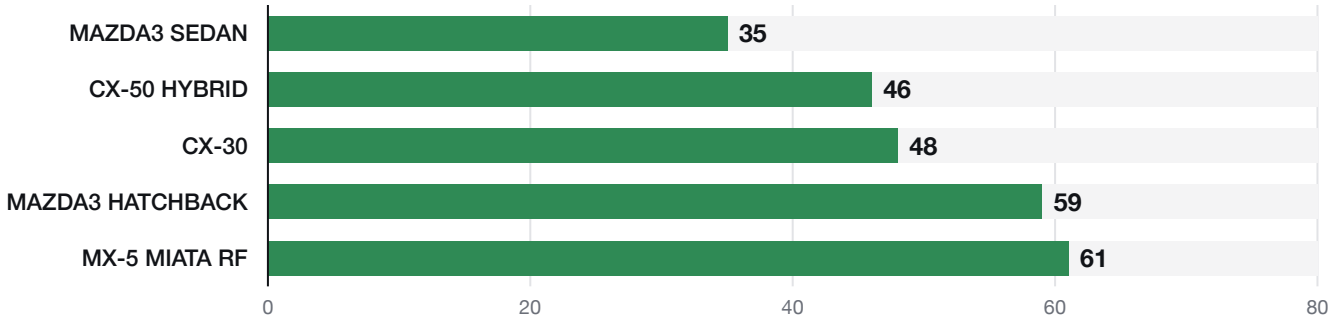
Mazda

- Mazda saw the largest QoQ improvement in aged inventory of any brand, down 16 points to 40%, as new inventory grew 50%, the second-largest build in the market, led by the CX-5, up 65%, and the CX-50, up 84%.
- Sales growth for ICEs were higher than hybrid models for the first time this year.

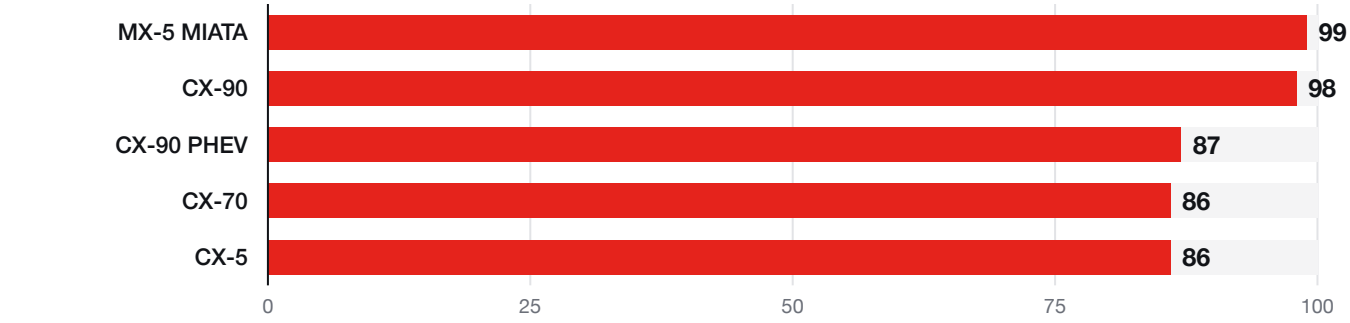
NEW

+6% QOQ **Sales Volume** Change	**+5 Days** QOQ **+10 Days** YOY **68 Day Supply**	**–16%** QOQ **–12%** YOY **40% Aged Inventory** Over 45 Days Ending 09/30/26	**–2%** QOQ **–6%** YOY **41% Aged Sales** Over 45 Days as of 09/30/26	**+14%** QOQ **–2%** YOY **57% Carryover** Over 45 Days as of 07/01/26
NC QOQ **+3%** YOY **$36,365 Price** Avg Last Listed	**NC** QOQ **-3% Markdown** Price Reduction	**–4%** QOQ **22% Sold** With Markdown	**+1%** QOQ **+3%** YOY **52% of Listings** Not Viewed	**–6%** QOQ **Demand** Change

Lowest Day Supply



Highest Day Supply



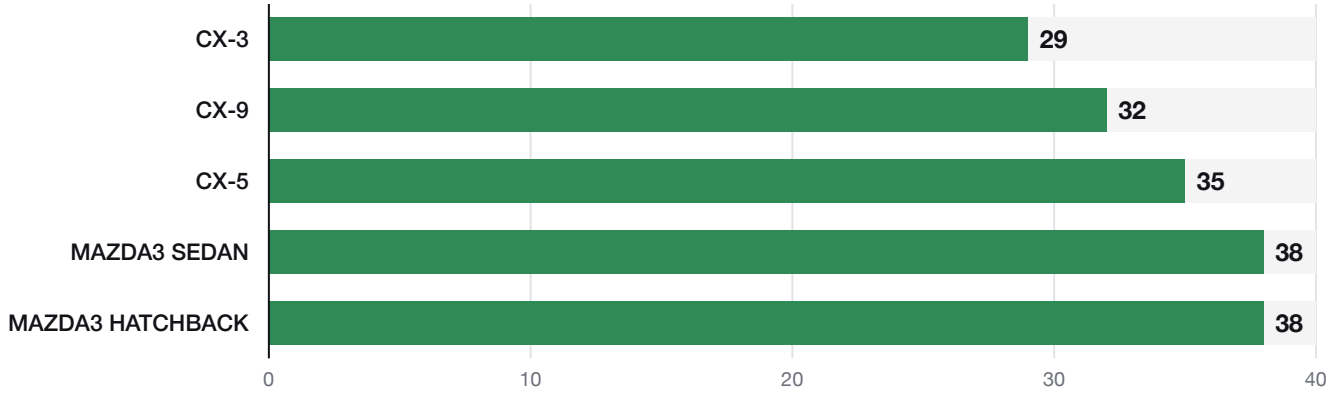
Mazda

Mazda tied for the weakest used sales in the market, down 2% QoQ, as CX-5 sales fell 8%.

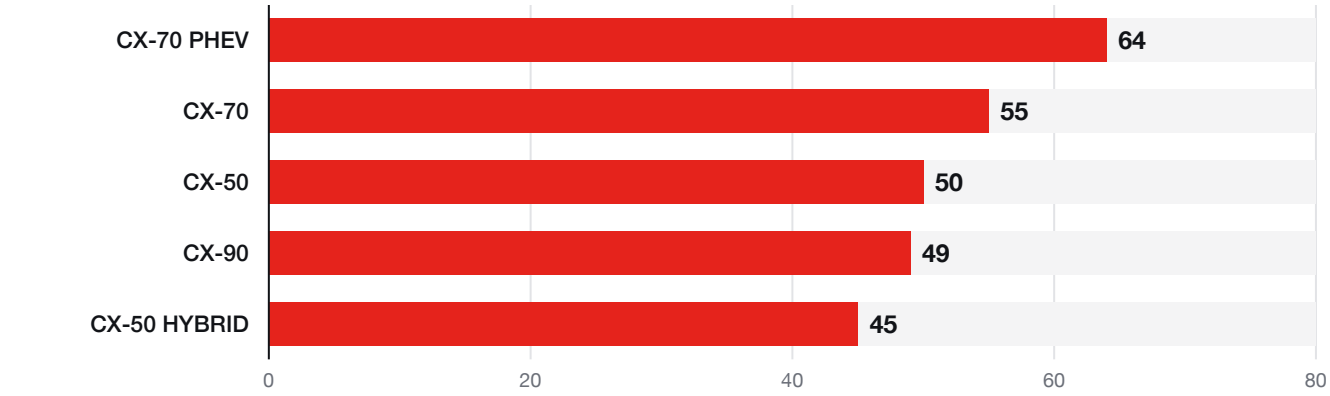
USED

–2% QOQ **Sales Volume** Change	**+2 Days** QOQ **–4 Days** YOY **39 Day Supply**	**NC** QOQ **–4%** YOY **44% Aged Inventory** Over 30 Days Ending 09/30/26	**+2%** QOQ **–1%** YOY **44% Aged Sales** Over 30 Days as of 09/30/26	**+1%** QOQ **–5%** YOY **46% Carryover** Over 30 Days as of 07/01/26
+2% QOQ **+2%** YOY **$25,543 Price** Avg Last Listed	**–1%** QOQ **-4% Markdown** Price Reduction	**+6%** QOQ **51% Sold** With Markdown	**+1%** QOQ **+3%** YOY **44% of Listings** Not Viewed	**–4%** QOQ **Demand** Change

Lowest Day Supply



Highest Day Supply



VINCENSUS

The Vincensus Report is powered by Lotlinx's exclusive VIN-level market intelligence, delivering insights unavailable from any other source. By combining inventory performance with real-time shopper demand, it provides dealers with a clearer understanding of market dynamics and where opportunities exist to improve results.

The report delivers exclusive metrics, including inventory aging trends, demand indexes, shopper engagement, inventory visibility, pricing behavior, and discount performance - all benchmarked against the broader market so you can see how your dealership compares and identify opportunities to improve inventory health and profitability.

Thousands of dealers use Lotlinx to reduce days-to-sale, improve gross profit, and make more informed inventory decisions with greater confidence.

If you'd like to see how these insights apply to your dealership, we're happy to provide a complimentary, personalized inventory assessment.

REQUEST YOUR FREE REPORT AT:

Lotlinx.com/freeinventoryreport

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