

Blue Ridge Mazda Announces Mazda Up 9 Percent in 2011

Mazda recently reported that they had a sales increase of 4.1 percent in December, over last year, and also a cumulative yearly sales increase of 9.1 percent for the year

Kansas City, MO ([PRWEB](#)) January 07, 2012 -- Blue Ridge Mazda, a [Mazda dealer in Kansas City](#), would like to announce that Mazda North American Operations, MNAO, recently reported a 4.1 percent December sales increase over 2010's figures. In December, MNAO, U.S. sales totaled 22,353 vehicles sold. To get December numbers like that, Mazda has to go all the way back to 2007. The reason for the boost in sales is believed to be due to Mazda's new SkyActiv technology that is offering drivers more fuel efficient engines, as well as transmissions.

With respect to 2011, MNAO, reported a sales increase of nearly 10 percent(9.1 percent) over 2010's sales figures. With a total of 250,426 vehicles sold through 2011,it is safe to say that SkyActiv technology is slowly, but surely, winning the hearts of American car consumers.

Individually, several Mazda models did exceptional in the month of December. Take the Mazda2 for example, which boasted a 60.9 percent sales increase over last December with a grand total of 1,342 vehicles sold throughout the month. On top of that Mazda's minivan, the Mazda5 also showed a sales increase with a 53 percent sales increase over last year. Another vehicle that showed large growth was Mazda's CX-9 crossover/SUV which increased 28 percent over the month.

Blue Ridge Mazda has two locations; one in [Lee's Summit](#) and the other in [Raytown](#), both in Missouri. They also both feature a service center.

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