

State Economic Impact

North Carolina

Economic Impact in North Carolina



\$1.2 billion invested

1,624 direct employment

\$408 million purchased from U.S. suppliers in 2022

318 international nameplate dealerships

17,324 dealership jobs

\$1.5 billion dealership employee compensation

226,684 new vehicles sold in 2022

59% market share of new vehicle sales in North Carolina

30,561 new green vehicles sold in 2022

65% market share of new green vehicle sales in North Carolina

International Automaker Facilities

Manufacturing

- Toyota Battery Toyota Manufacturing* — Liberty

R&D

- Toyota Racing Development — Salisbury

Sales and Training

- BMW Fort Bragg MSTEP Training Center — Fayetteville
- Subaru Area Training Center — Huntersville

*Opening in 2025

Sources used to compile the data used in this report: The 2022 Autos Drive America and AIADA Economic Impact Survey, The 2022 Autos Drive America Workforce Development Survey, AIADA's membership roster; NADA DATA, WardsAuto InfoBank, and IHS Markit New Vehicle Registration Data. Automobile manufacturers participating in the 2022 Autos Drive America and AIADA Economic Impact Survey: BMW Group, Honda, Hyundai, Kia, Mazda, Mercedes-Benz, Mitsubishi Motors, Nissan, Subaru, Toyota, Volkswagen Group, and Volvo Cars.

Advanced technology vehicles (green) include all battery electric vehicles (BEV), hybrid electric vehicles (HEV), plug-in hybrid electric vehicles (PHEV), and fuel cell vehicles (FOEV).

Learn More About the Economic Contribution in All U.S. States at www.AutosDriveAmerica.org