

State Economic Impact

Alabama

Economic Impact in Alabama

\$14.5 billion invested

Production

1,124,602 vehicles produced in 2023

100% of total auto production in Alabama

\$10.7 billion purchased from U.S. suppliers

Sales

144 international nameplate dealerships

111,346 new vehicles sold in 2023

57% market share of new vehicle sales in Alabama

16,160 new green vehicles sold in 2023

74% market share of new green vehicle sales in Alabama

Employment

88,947 total jobs generated in Alabama

- **17,387** direct employment
- **7,128** dealership job
- **64,432** other indirect employment

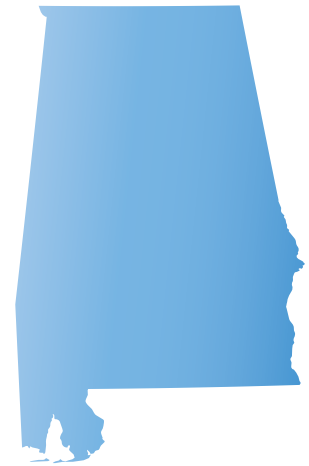
\$6.4 billion total employee compensation

- **\$582 million** dealership employee compensation
- **\$5.8 billion** in direct and other indirect employee compensation

Revenues

The economic activity of international automakers and dealers in Alabama generated:

- **\$892 million** in state and local tax receipts and other revenues
- **\$1.5 billion** in federal tax receipts and other revenues for the federal government
- **\$10.8 billion (3.6%)** in economic contribution to Alabama's Gross State Product (GSP)





Every direct job created by international automakers supports **3.5** additional jobs in Alabama.

Vehicles Made in Alabama



Genesis GV70*



Genesis Electrified GV70*



Honda Odyssey*



Honda Passport*



Honda Pilot*



Honda Ridgeline*



Hyundai Elantra*



Hyundai Santa Cruz*



Hyundai Santa Fe*



Hyundai Tucson



Mazda CX-50*



Mercedes-Benz EQE SUV** **



Mercedes-Benz EQS SUV** **



Mercedes-Benz GLE Coupe** **



Mercedes-Benz GLE SUV** **



Mercedes-Benz GLS SUV** **



Mercedes-Maybach EQS SUV** **



Mercedes-Maybach GLS**



Toyota Corolla Cross*



Toyota Corolla Cross Hybrid*

Vehicles are made, built, or manufactured in the United States using domestic and globally sourced parts.

*Exported from America **Assembly only



19 models manufactured by international automakers in Alabama are exported to **42 countries and territories** around the globe.

International Automaker Facilities

Manufacturing

- Honda Alabama Auto Plant — Lincoln
- Hyundai Motor Manufacturing Alabama — Montgomery
- Mazda Toyota Manufacturing, U.S.A., Inc. — Huntsville
- Mercedes-Benz U.S. International, Inc. — Vance
- Mercedes-Benz U.S. International, Inc. — Woodstock
- Toyota Motor Manufacturing, Alabama — Huntsville

Parts Center

- Mercedes-Benz USA Parts Distribution Center — Vance

Other

- Mercedes-Benz USA Marshalling — Vance
- Southeast Toyota Finance (*Independent Distributor*) — Mobile

Sources used to compile the data used in this report: The 2023 Autos Drive America and AIADA Economic Impact Survey, The 2023 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 2023 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.

Indirect economic impacts derived by SCOUT Economics using direct employment, dealer employment, and auto parts employment multipliers from the IMPLAN input-output model.

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



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VOLVO