

State Economic Impact

California

Economic Impact in California

\$4.7 billion invested

\$10.1 billion purchased from U.S. suppliers

Sales

972 international nameplate dealerships

1,126,407 new vehicles sold in 2023

64% market share of new vehicle sales in California

368,191 new green vehicles sold in 2023

53% market share of new green vehicle sales in California



Employment

168,035 total jobs generated in California

- **8,090** direct employment
- **74,368** dealership jobs
- **85,577** other indirect employment

\$14.9 billion total employee compensation

- **\$7.2 billion** dealership employee compensation
- **\$7.7 billion** in direct and other indirect employee compensation

Revenues

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

- **\$4.8 billion** in state and local tax receipts and other revenues
- **\$3.7 billion** in federal tax receipts and other revenues for the federal government
- **\$24.5 billion** in economic contribution to California's Gross State Product (GSP)



Every direct job created by international automakers supports **3.9** additional jobs in California.



International automakers **exported 32 models** from the California seaports of Long Beach, Los Angeles, Oakland, and Port Hueneme in 2023.

International Automaker Facilities

Headquarters

- Acura — Torrance
- American Honda Motor Co., Inc. — Torrance
- Genesis — Fountain Valley
- Hyundai Motor America National — Fountain Valley
- Kia America — Irvine
- Mazda North American Operations — Irvine
- Mercedes-Benz R&D North America — Sunnyvale
- Mobis Parts America, LLC (Hyundai/Kia) — Fountain Valley

Manufacturing

- TABC, Inc. (Toyota) — Long Beach

R&D

- Acura Design Studio — Torrance
- Audi Advanced Driver Assistance R&D (Volkswagen) — San Jose
- Audi of America Design Loft (Volkswagen) — Malibu
- BMW Technology Office — Mountain View
- BMW of North America Engineering and Emission Test Center — Oxnard

R&D (Continued)

- Calty Design Research (Toyota) — Newport Beach
- Calty Design Research (Toyota Innovation Hub) — Oakland
- Designworks (BMW Group) — Santa Monica
- Honda Design Studio — Torrance
- Honda Innovations, Inc. — Mountain View
- Honda Proving Center of California — Cantil
- Honda Research Institute USA, Inc., Silicon Valley Research Office — San Jose
- Hyundai America Technical Center, Inc. Proving Ground — California City
- Hyundai America Technical Center, Inc. Engineering Facility — Chino
- Hyundai America Technical Center, Inc. Engineering Facility (Commercial Vehicles) — Chino
- Hyundai America Technical Center, Inc. North American Quality Center — Chino
- Hyundai America Technical Center, Inc. New Horizons Studio — Fremont
- Hyundai America Technical Center, Inc. Design Center/Tech Facility — Irvine
- Hyundai America Technical Center, Inc. Hyundai CRADLE — Mountain View
- Kia Design Center America — Irvine
- Mazda R&D Irvine — Irvine
- Mercedes-Benz R&D North America — Carlsbad
- Mercedes-Benz R&D North America — Long Beach
- Mercedes-Benz R&D North America — Sunnyvale
- Nissan Design America — San Diego
- Nissan Research Center Silicon Valley — Santa Clara
- Nissan Technical Center Fuel Cell Research Center — West Sacramento
- Subaru Research & Development — Cypress
- Subaru Research & Development — Tustin
- Toyota Racing Development — Costa Mesa
- Toyota Research Institute — Palo Alto
- Toyota InfoTechnology Center U.S.A., Inc. — Mountain View
- Volkswagen Innovation and Engineering Center California — Belmont
- Volkswagen Test Center California — Oxnard
- Volvo Car Autonomous Drive — Camarillo
- Volvo Car Technology — Sunnyvale

Finance

- American Honda Finance Corporation — Cypress
- Hyundai Capital America — Newport Beach
- Hyundai Capital Irvine Headquarters — Irvine

Sales and Training

- BMW Camp Pendleton MSTEP Training Center — Camp Pendleton
- BMW National Workshop — Riverside
- BMW of North America Regional Office — Santa Monica
- BMW of North America Training Center — Ontario
- Honda / Acura — Torrance
- Hyundai Motor America Service Engineer — Fountain Valley
- Hyundai Western Region — Fountain Valley
- Hyundai Warranty Technical Center — Fountain Valley
- Hyundai Western Satellite Service Training Center — San Jose
- Infiniti Regional Office — Irvine
- Jaguar Land Rover Regional Office/Regional Training Center — Irvine
- Kia Regional Office — Irvine
- Kia Training Center — Irvine
- Lexus Division Area Office — Irvine
- Mazda Regional Office — Irvine
- Mazda Technical Service — Irvine
- Mazda Training Center — Irvine
- Mazda Training Center — Pleasanton
- Mercedes-Benz USA Western Region Office — Long Beach
- Nissan Regional Office — Irvine
- Nissan Service Training Center — Livermore
- Nissan Service Training Center — Ontario
- Subaru Zone Office — Costa Mesa
- Subaru Area Training Center — Rialto
- Subaru Zone Office — Pleasanton
- Subaru Area Training Center — Stockton
- Toyota Motor Sales U.S.A., Inc. Regional Office — Irvine
- Toyota Motor Sales U.S.A., Inc. Regional Office — San Ramon
- Volvo Car USA — Irvine

Parts Centers

- BMW of North America Regional Parts Distribution Center — Redlands
- BMW of North America Regional Parts Distribution Center — Stockton
- Honda Parts Distribution Center — Chino
- Honda Parts Distribution Center — French Camp
- Honda Parts Distribution Center — Torrance
- Jaguar Western Parts Distribution Center — Brisbane
- Land Rover Western Parts Distribution Center — Ontario

Parts Centers (Continued)

- Mercedes-Benz USA Parts Distribution Center — Fontana
- Mitsubishi Motors Parts Distribution Center — Riverside
- Mobis Parts Distribution Center (Kia) — Riverside
- Nissan Parts Distribution Center — Compton
- Nissan Parts Distribution Center — Riverside
- Nissan Parts Distribution Center — Sacramento
- Subaru Regional Distribution Center — Rialto
- Toyota Parts Center — Ontario
- Toyota Parts Distribution Center — San Ramon
- Toyota Parts Distribution Center — Torrance
- Volkswagen Parts Distribution Center — Ontario
- Volkswagen Parts Distribution Center — Rocklin
- Volvo Car USA Parts Distribution Center — Ontario

Other

- BMW iVentures — Mountain View
- BMW of North America Vehicle Distribution Center — Oxnard
- BMW Group Representative Office — Sacramento
- BMW Performance Center West — Thermal
- Jaguar Land Rover Vehicle Distribution Center — Port Hueneme
- Mercedes-Benz USA Classic Car Center — Long Beach
- Mercedes-Benz USA VPC & Learning and Performance Center — Long Beach
- Toyota Port/Transport Operations — Benecia
- Toyota Port/Transport Operations — Long Beach
- Toyota Logistics Services, Inc./Transport Operations — Richmond
- Toyota Logistics Services, Inc./Marshalling Yard — San Diego
- Volvo Car USA Brand Experience Center — Los Angeles

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).



Jobs. Trade. Growth.

www.AutosDriveAmerica.org



[/AutosDriveAmerica](https://www.facebook.com/AutosDriveAmerica)



[@AutosDrvAmerica](https://twitter.com/AutosDrvAmerica)



[autosdriveamerica](https://www.linkedin.com/company/autosdriveamerica)



AIADA[®]

American International Automobile Dealers Association

www.AIADA.org



[/AIADA.News](https://www.facebook.com/AIADA.News)



[@AIADA_News](https://twitter.com/AIADA_News)



[aida](https://www.linkedin.com/company/aida)

Autos Drive America Members



HONDA



KIA



TOYOTA

VOLKSWAGEN
GROUP OF AMERICA

VOLVO

AIADA Members



Polestar



VOLVO