

# State Economic Impact

## Colorado

### Economic Impact in Colorado

**\$197 million** invested

**259** direct employment

**\$38 million** purchased from U.S. suppliers in 2023

**160** international nameplate dealerships

**10,875** dealership jobs

**\$958 million** dealership employee compensation

**156,675** new vehicles sold in 2023

**58%** market share of new vehicle sales in Colorado

**39,563** new green vehicles sold in 2023

**58%** market share of new green vehicle sales in Colorado



### International Automaker Facilities

#### R&D

- American Honda Motor Co., Inc., Denver Test Lab — Denver
- Audi Test Lab (Volkswagen) — Golden

#### Sales and Training

- Honda Zone Office — Englewood
- Hyundai Motor America Regional Office - Mountain States Region — Greenwood Village
- Nissan Regional Office — Denver
- Subaru Area Training Office — Aurora
- Subaru Regional Office — Glendale
- Subaru Zone Office — Glendale
- Toyota Motor Sales U.S.A., Inc. Regional Office — Englewood

#### Parts Center

- Subaru Regional Distribution Center — Aurora

#### Other

- Honda Eagle Rock School — Estes Park
- Nissan Data Center — Englewood

**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. 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](http://www.AutosDriveAmerica.org)