

# State Economic Impact

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## Florida

### Economic Impact in Florida

- \$141 million** invested
- 491** direct employment
- \$1.1 billion** purchased from U.S. suppliers in 2023
- 620** international nameplate dealerships
- 53,105** dealership jobs
- \$4.9 billion** dealership employee compensation
- 855,855** new vehicles sold in 2023
- 64%** market share of new vehicle sales in Florida
- 142,038** new green vehicles sold in 2023
- 63%** market share of new green vehicle sales in Florida



### International Automaker Facilities

#### Finance

- Volvo Car Financial Services — Pompano Beach

#### Sales and Training

- Hyundai Southern Satellite Service Training Center — Orlando
- Kia Training Center — Orlando
- Mazda Training Center — Alamonte Springs
- Mazda Regional Office — Jacksonville
- Mercedes-Benz USA Learning and Performance Center — Jacksonville
- Mercedes-Benz USA Southern Region Office — Jacksonville
- Mitsubishi Motors Regional Office — Lake Mary
- Nissan Service Training Center — Miramar
- Subaru Area Training Office — Melbourne
- Subaru Zone Office — Orlando

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## Parts Centers

- BMW of North America Regional Parts Distribution Center — Jacksonville
- Mercedes-Benz Parts Distribution Center — Jacksonville
- Mobis Parts Distribution Center (Kia) — Miami
- Nissan Parts Distribution Center — Orlando
- Volkswagen Parts Distribution Center — Jacksonville

## Other

- Mercedes-Benz USA Quality Evaluation Center — Jacksonville
- Southeast Toyota Distributors, Headquarters (*Independent Distributor*) — Deerfield Beach
- Southeast Toyota Vehicle Processing Centers (*Independent Distributor*) — Jacksonville
- Toyota Independent Distributor — Deerfield Beach



International automakers **exported 65 models** from the Florida seaports of Blount Island, Jacksonville, Miami, and Port Everglades in 2023.

**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)**