

State Economic Impact

Georgia

Economic Impact in Georgia

\$3.3 billion invested

Production

356,807 vehicles produced in 2023

100% of total auto production in Georgia

\$2.9 billion purchased from U.S. suppliers

Sales

266 international nameplate dealerships

266,618 new vehicles sold in 2023

58% market share of new vehicle sales in Georgia

45,112 new green vehicles sold in 2023

61% market share of new green vehicle sales in Georgia

Employment

70,616 total jobs generated in Georgia

- **5,717** direct employment
- **17,537** dealership jobs
- **47,362** other indirect employment

\$5.3 billion total employee compensation

- **\$1.6 billion** dealership employee compensation
- **\$3.7 billion** in direct and other indirect employee compensation

Revenues

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

- **\$934 million** in state and local tax receipts and other revenues
- **\$1.3 billion** in federal tax receipts and other revenues for the federal government
- **\$9 billion** in economic contribution to Georgia's Gross State Product (GSP)





Every direct job created by international automakers supports **six** additional jobs in Georgia.

Vehicles Made in Georgia



Kia K5*



Kia Sorento*



Kia Sportage*



Kia Telluride*

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

*Exported from America



Four models manufactured by international automakers in Georgia are exported to **11 countries and territories** around the globe.



International automakers **exported 31 models** from the Georgia seaports of Brunswick and Savannah in 2023.

International Automaker Facilities

Manufacturing

- Honda Transmission Plant – Georgia — Tallapoosa
- Hyundai-LG Energy Solution Electric Battery Plant — Bryan County**
- Hyundai Motor Group Metaplant America — Bryan County**
- Hyundai-SK Innovation Electric Battery Plant — Bartow County**
- Kia Georgia — West Point

**Opening in 2025

Headquarters

- Mercedes-Benz USA — Sandy Springs/Atlanta
- Porsche Cars North America — Atlanta

Finance

- American Honda Finance Corporation — Alpharetta
- Hyundai Capital America — Atlanta
- Toyota Financial Service Customer & Dealer Experience Center — Alpharetta

Sales and Training

- BMW North America Training Center — College Park
- Honda/Acura Zone Office — Alpharetta
- Hyundai Motor America Regional Office — Marietta
- Infiniti Regional Office — Atlanta
- Jaguar Land Rover Academy — Atlanta
- Jaguar Land Rover North America — Atlanta
- Kia Regional Office — Atlanta
- Kia Training Center — Kennesaw
- Lexus Division Area Office — Alpharetta
- Mazda Training Center — Marietta
- Nissan Regional Office — Atlanta
- Nissan Service Training Center — Marietta
- Subaru Regional Distribution Center — Lithia Springs
- Subaru Area Training Center — Lithia Springs
- Subaru Zone Office — Lithia Springs
- Volkswagen, Audi, and Volkswagen Credit, Inc. Regional Offices — Alpharetta

Parts Centers

- Honda Parts Distribution Center — Alpharetta
- Jaguar South Eastern Parts Distribution Center — Atlanta
- Mazda Parts Distribution Center — McDonough
- Mitsubishi Motors Parts Distribution Center — Lithia Springs
- Mobis Parts Distribution Center (Hyundai/Kia) — Lawrenceville

Other

- BMW of North America Vehicle Distribution Center — Brunswick
- Jaguar Land Rover Vehicle Distribution Centers — Brunswick
- Mercedes-Benz USA Vehicle Preparation Center — Brunswick
- Southeast Toyota Distributors (*Independent Distributor*) — Commerce

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