

State Economic Impact

Iowa

Economic Impact in Iowa

\$101 million invested

177 direct employment

\$14 million purchased from U.S. suppliers in 2023

93 international nameplate dealerships

3,431 dealership jobs

\$253 million dealership employee compensation

49,097 new vehicles sold in 2023

40% market share of new vehicle sales in Iowa

9,881 new green vehicles sold in 2023

69% market share of new green vehicle sales in Iowa



International Automaker Facilities

Finance

- Toyota Financial Services Customer Service Center — Cedar Rapids

Parts Center

- Honda Parts Distribution Center — Davenport

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