

# State Economic Impact

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## Louisiana

### Economic Impact in Louisiana

- \$7 million** purchased from U.S. suppliers in 2023
- 153** international nameplate dealerships
- 7,315** dealership jobs
- \$552 million** dealership employee compensation
- 97,645** new vehicles sold in 2023
- 50%** market share of new vehicle sales in Louisiana
- 12,985** new green vehicles sold in 2023
- 73%** market share of new green vehicle sales in Louisiana



**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).

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