

State Economic Impact

Massachusetts

Economic Impact in Massachusetts

\$97 million invested

247 direct employment

\$230 million purchased from U.S. suppliers in 2023

244 international nameplate dealerships

12,650 dealership jobs

\$1.2 billion dealership employee compensation

211,048 new vehicles sold in 2023

67% market share of new vehicle sales in Massachusetts

49,744 new green vehicles sold in 2023

64% market share of new green vehicle sales in Massachusetts



International Automaker Facilities

R&D

- Toyota Research Institute — Cambridge

Sales and Training

- Hyundai Motor America Service Training Center — Shrewsbury
- Kia Training Center — Marlborough
- Mazda Training Center — Mansfield
- Toyota Motor Sales U.S.A., Inc. Regional Office — Mansfield

Parts Center

- Toyota Parts Distribution Center — Mansfield

Other

- Subaru Independent Distributor — Norwood

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