

State Economic Impact

Missouri

Economic Impact in Missouri

\$1 billion invested

\$913 million purchased from U.S. suppliers

Sales

152 international nameplate dealerships

120,075 new vehicles sold in 2023

42% market share of new vehicle sales in Missouri

20,727 new green vehicles sold in 2023

53% market share of new green vehicle sales in Missouri



Employment

29,381 total jobs generated in Missouri

- **1,151** direct employment
- **7,965** dealership jobs
- **20,265** other indirect employment

\$2.1 billion total employee compensation

- **\$598 million** dealership employee compensation
- **\$1.5 billion** in direct and other indirect employee compensation

Revenues

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

- **\$309 million** in state and local tax receipts and other revenues
- **\$459 million** in federal tax receipts and other revenues for the federal government
- **\$3.2 billion** in economic contribution to Missouri's Gross State Product (GSP)

International Automaker Facilities

Manufacturing

- Toyota Motor Manufacturing, Missouri — Troy

Sales and Training

- Toyota Motor Sales U.S.A., Inc. Regional Office — Kansas City

Parts Center

- Toyota Parts Distribution Center — Kansas City

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 (FOEV).



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VOLVO