

# State Economic Impact

## North Carolina

### Economic Impact in North Carolina



**\$139 million** invested

**867** direct employment

**\$515 million** purchased from U.S. suppliers in 2023

**320** international nameplate dealerships

**18,144** dealership jobs

**\$1.5 billion** dealership employee compensation

**257,425** new vehicles sold in 2023

**60%** market share of new vehicle sales in North Carolina

**51,175** new green vehicles sold in 2023

**67%** market share of new green vehicle sales in North Carolina

## International Automaker Facilities

### Manufacturing

- Toyota Battery Manufacturing, North Carolina\* — Liberty

### R&D

- Toyota Racing Development — Salisbury

### Sales and Training

- BMW Fort Liberty MSTEP Training Center — Fort Liberty
- Subaru Area Training Center — Huntersville

\*Opening in 2025

**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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