

State Economic Impact

North Dakota

Economic Impact in North Dakota

\$1 million purchased from U.S. suppliers in 2023

31 international nameplate dealerships

1,155 dealership jobs

\$82 million dealership employee compensation

12,082 new vehicles sold in 2023

32% market share of new vehicle sales in North Dakota

1,739 new green vehicles sold in 2023

61% market share of new green vehicle sales in North Dakota



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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