

State Economic Impact

Nebraska

Economic Impact in Nebraska

\$53 million purchased from U.S. suppliers in 2023

54 international nameplate dealerships

2,352 dealership jobs

\$170 million dealership employee compensation

34,830 new vehicles sold in 2023

43% market share of new vehicle sales in Nebraska

5,956 new green vehicles sold in 2023

61% market share of new green vehicle sales in Nebraska



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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