

State Economic Impact

New Mexico

Economic Impact in New Mexico

\$163 million purchased from U.S. suppliers in 2023

64 international nameplate dealerships

3,248 dealership jobs

\$247 million dealership employee compensation

40,234 new vehicles sold in 2023

52% market share of new vehicle sales in New Mexico

7,854 new green vehicles sold in 2023

69% market share of new green vehicle sales in New Mexico



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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