

State Economic Impact

Oklahoma

Economic Impact in Oklahoma

\$187 million purchased from U.S. suppliers in 2023

90 international nameplate dealerships

4,510 dealership jobs

\$337 million dealership employee compensation

255,573 new vehicles sold in 2023

51% market share of new vehicle sales in Oklahoma

24,936 new green vehicles sold in 2023

55% market share of new green vehicle sales in Oklahoma



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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