

State Economic Impact

Oregon

Economic Impact in Oregon

- \$106 million** invested
- 586** direct employment
- \$41 million** purchased from U.S. suppliers in 2023
- 138** international nameplate dealerships
- 7,493** dealership jobs
- \$605 million** dealership employee compensation
- 98,020** new vehicles sold in 2023
- 63%** market share of new vehicle sales in Oregon
- 28,389** new green vehicles sold in 2023
- 64%** market share of new green vehicle sales in Oregon



International Automaker Facilities

R&D

- Jaguar Land Rover Global Digital Design Center — Portland

Finance

- Volkswagen Credit Call Center — Hillsboro

Sales and Training

- Subaru Area Training Center — Portland
- Subaru Zone Office — Portland
- Toyota Motor Sales U.S.A., Inc. Regional Office — Portland

Parts Centers

- Honda Parts Distribution Center — Gresham
- Subaru Master Distribution Center — Gresham
- Subaru Regional Distribution Center — Portland
- Toyota Parts Distribution Center — Portland

Other

- Toyota Port/Transport Operations — Portland



International automakers **exported eight models** from the seaport of Portland in 2023.

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 (FCEV).

Learn More About the Economic Contribution in All U.S. States at www.AutosDriveAmerica.org