

State Economic Impact

Pennsylvania

Economic Impact in Pennsylvania

\$26 million invested

322 direct employment

\$809 million purchased from U.S. suppliers in 2023

497 international nameplate dealerships

23,328 dealership jobs

\$1.7 billion dealership employee compensation

331,790 new vehicles sold in 2023

60% market share of new vehicle sales in Pennsylvania

64,195 new green vehicles sold in 2023

67% market share of new green vehicle sales in Pennsylvania



International Automaker Facilities

Sales and Training

- Kia Training Center — Allentown

Parts Centers

- BMW of North America Continental Distribution Center — Easton
- BMW of North America Regional Parts Distribution Center — Nazareth
- Mazda Parts Distribution Center — Covington Township

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).

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