

State Economic Impact

South Carolina

Economic Impact in South Carolina

\$16.2 billion invested

Production

486,358 vehicles produced in 2023

100% of total auto production in South Carolina

\$8.6 billion purchased from U.S. suppliers

Sales

156 international nameplate dealerships

128,764 new vehicles sold in 2023

60% market share of new vehicle sales in South Carolina

21,220 new green vehicles sold in 2023

73% market share of new green vehicle sales in South Carolina

Employment

80,526 total jobs generated in South Carolina

- **16,037** direct employment
- **8,866** dealership jobs
- **55,623** other indirect employment

\$5.8 billion total employee compensation

- **\$726 million** dealership employee compensation
- **\$5.1 billion** in direct and other indirect employee compensation

Revenues

The economic activity of international automakers and dealers in South Carolina generated:

- **\$1 billion** in state and local tax receipts and other revenues
- **\$1.4 billion** in federal tax receipts and other revenues for the federal government
- **\$10.4 billion (3.2%)** in economic contribution to South Carolina's Gross State Product (GSP)





Every direct job created by international automakers supports **3.1** additional jobs in South Carolina.

Vehicles Made in South Carolina



BMW X3*



BMW X3 PHEV*



BMW X4*



BMW X5*



BMW X5 PHEV*



BMW X6*



BMW X7*



BMW XM PHEV*



Volvo S60*



Volvo S60 PHEV

*Exported from America

Vehicles Assembled in South Carolina



Mercedes-Benz
eSprinter Van



Mercedes-Benz
Sprinter Cargo



Mercedes-Benz
Sprinter Crew



Mercedes-Benz
Sprinter Passenger

Vehicles are made, built, or manufactured in the United States using domestic and globally sourced parts.



Nine models manufactured by international automakers in South Carolina are exported to **113 countries and territories** around the globe.



International automakers **exported 10 models** from the seaport of Charleston in 2023.

International Automaker Facilities

Manufacturing

- BMW Manufacturing Corp, LLC. — Greer
- Mercedes-Benz Vans, LLC — Ladson
- Volvo Car U.S. Operations — Ridgeville

R&D

- BMW Group Information Technology Research Center — Greenville

Sales and Training

- BMW of North America Training Center — Greer
- Volvo Manufacturing Training Center — Ridgeville
- Volvo Car University — Ridgeville

Parts Center

- BMW of North America Continental Distribution Center — Spartanburg
- Nissan Parts Distribution Center — Greenville
- Volvo Car US Operations — Ridgeville
- Volvo Car US Operations — Ridgeville

Other

- BMW Performance Center — Greer
- Mercedes-Benz Marshalling Yard — Ladson
- Volvo Car US Operations — Summerville

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.

Indirect economic impacts derived by SCOUT Economics using direct employment, dealer employment, and auto parts employment multipliers from the IMPLAN input-output model.

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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