

State Economic Impact

South Dakota

Economic Impact in South Dakota

26 international nameplate dealerships

969 dealership jobs

\$71 million dealership employee compensation

13,408 new vehicles sold in 2023

35% market share of new vehicle sales in South Dakota

2,199 new green vehicles sold in 2023

63% market share of new green vehicle sales in South Dakota



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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