

State Economic Impact

Tennessee

Economic Impact in Tennessee

\$14.7 billion invested

Production

529,691 vehicles produced in 2023

78% of total auto production in Tennessee

\$7.2 billion purchased from U.S. suppliers



Sales

194 international nameplate dealerships

172,218 new vehicles sold in 2023

60% market share of new vehicle sales in Tennessee

23,869 new green vehicles sold in 2023

65% market share of new green vehicle sales in Tennessee

Employment

116,676 total jobs generated in Tennessee

- **17,404** direct employment
- **10,880** dealership jobs
- **88,392** other indirect employment

\$9.6 billion total employee compensation

- **\$936 million** dealership employee compensation
- **\$8.7 billion** in direct and other indirect employee compensation

Revenues

The economic activity of international automakers and dealers in Tennessee generated:

- **\$1.4 billion** in state and local tax receipts and other revenues
- **\$2.3 billion** in federal tax receipts and other revenues for the federal government
- **\$17.4 billion (3.3%)** in economic contribution to Tennessee's Gross State Product (GSP)



Every direct job created by international automakers supports **4.6** additional jobs in Tennessee.

Vehicles Made in Tennessee



Infiniti QX60*



Nissan LEAF*



Nissan Murano*



Nissan Pathfinder*



Nissan Rogue*



Volkswagen Atlas*



Volkswagen Atlas
Cross Sport*



Volkswagen ID.4*

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

*Exported from America



Eight models manufactured by international automakers in Tennessee are exported to **30 countries and territories** around the globe.

International Automaker Facilities

Headquarters

- Infiniti Americas — Franklin
- Mitsubishi Motors North America, Inc. — Franklin
- Nissan North America — Franklin

Manufacturing

- Infiniti Decherd Powertrain Plant — Decherd
- Nissan Decherd Powertrain Plant — Decherd
- Nissan Smyrna Vehicle Assembly Plant — Smyrna
- Toyota Motor Manufacturing, Tennessee — Jackson
- Volkswagen Chattanooga Assembly Plant — Chattanooga

R&D

- Volkswagen Battery Engineering Lab — Chattanooga
- Volkswagen Innovation Hub — Knoxville
- Volkswagen North American Engineering and Planning Center — Chattanooga

Sales and Training

- Nissan Service Training Center — Franklin

Parts Centers

- Honda Parts Distribution Center — Loudon
- Land Rover South Eastern Parts Distribution Center — Memphis
- Nissan Parts Distribution Memphis Low Volume Center — Memphis
- Nissan Parts Redistribution Center — Mt. Juliet
- Volkswagen Regional Distribution Center — Lenoir City

Other

- Nissan Central Collision Center — Lebanon
- Nissan Customer Resource Center — Murfreesboro
- Nissan Field Quality Center — Smyrna
- Nissan Hanger — Smyrna

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 (FCEV).



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