

State Economic Impact

Utah

Economic Impact in Utah

\$51 million purchased from U.S. suppliers in 2023

77 international nameplate dealerships

5,304 dealership jobs

\$413 million dealership employee compensation

148,451 new vehicles sold in 2023

50% market share of new vehicle sales in Utah

17,046 new green vehicles sold in 2023

59% market share of new green vehicle sales in Utah



International Automaker Facilities

Finance

- BMW Bank of North America — Cottonwood Heights

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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