

State Economic Impact

Wisconsin

Economic Impact in Wisconsin

\$139 million purchased from U.S. suppliers in 2023

185 international nameplate dealerships

7,500 dealership jobs

\$504 million dealership employee compensation

110,652 new vehicles sold in 2023

49% market share of new vehicle sales in Wisconsin

21,069 new green vehicles sold in 2023

64% market share of new green vehicle sales in Wisconsin



International Automaker Facilities

Parts Center

- Volkswagen Parts Distribution Center — Pleasant Prairie

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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