

State Economic Impact

Alabama

Economic Impact in Alabama

\$15.6 billion invested

Production

1,163,956 vehicles produced in 2025

100% of total auto production in Alabama

\$31.6 billion purchased from U.S. suppliers

Sales

143 international nameplate dealerships

116,941 new vehicles sold in 2025

55% market share of new vehicle sales in Alabama

31,576 new electrified vehicles sold in 2025

78% market share of new electrified vehicle sales in Alabama

Employment

105,806 total jobs generated in Alabama

- **17,913** direct employment
- **7,336** dealership jobs
- **80,557** other indirect employment

\$8.3 billion total employee compensation

- **\$600 million** dealership employee compensation
- **\$7.7 billion** in direct and other indirect employee compensation

Revenues

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

- **\$1.2 billion** in state and local tax receipts and other revenues
- **\$2 billion** in federal tax receipts and other revenues for the federal government
- **\$15 billion (4.4%)** in economic contribution to Alabama's Gross State Product (GSP)





Every direct job created by international automakers
supports **5.3** additional jobs in Alabama.

Vehicles Made in Alabama



Genesis GV70*



Genesis Electrified
GV70*



Honda Odyssey*



Honda Passport*



Honda Pilot*



Honda Ridgeline*



Hyundai Santa Cruz*



Hyundai Santa Fe*



Hyundai Tucson*



Hyundai
Tucson Hybrid



Mazda CX-50*



Mazda CX-50
Hybrid*



Mercedes-Benz
EQE SUV* **



Mercedes-Benz
EQS SUV* **



Mercedes-Benz
GLE Coupe* **



Mercedes-Benz
GLE SUV* **



Mercedes-Benz
GLS SUV* **



Mercedes-Maybach
EQS SUV* **



Mercedes-Maybach
GLS SUV* ** ††



Toyota Corolla Cross*



Toyota Corolla Cross
Hybrid*

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

*Exported from America **Assembly only ††Production at this facility ended in 2025



21 models manufactured by international automakers in Alabama
are exported to **36 countries and territories** around the globe.

International Automaker Facilities

Manufacturing

- Honda Alabama Auto Plant — Lincoln
- Hyundai Motor Manufacturing Alabama — Montgomery
- Mazda Toyota Manufacturing, U.S.A., Inc. — Huntsville
- Mercedes-Benz U.S. International, Inc. — Vance
- Mercedes-Benz U.S. International, Inc. — Woodstock
- Toyota Motor Manufacturing, Alabama — Huntsville

Parts Center

- Mercedes-Benz USA Parts Distribution Center — Vance

Other

- Mercedes-Benz USA Marshalling — Vance
- Southeast Toyota Finance (*Independent Distributor*) — Mobile

Sources used to compile the data used in this report: The 2025 Autos Drive America and AIADA Economic Impact Survey, The 2025 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 2025 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).



Autos Drive America Members



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VOLVO