

State Economic Impact

Colorado

Economic Impact in Colorado

- \$201 million** invested
- 297** direct employment
- \$149 million** purchased from U.S. suppliers in 2025
- 158** international nameplate dealerships
- 11,088** dealership jobs
- \$984 million** dealership employee compensation
- 170,843** new vehicles sold in 2025
- 60%** market share of new vehicle sales in Colorado
- 73,394** new electrified vehicles sold in 2025
- 73%** market share of new electrified vehicle sales in Colorado



International Automaker Facilities

R&D

- American Honda Motor Co., Inc., Denver Test Lab — Denver
- Audi Test Lab (Volkswagen) — Golden

Other

- Honda Eagle Rock School — Estes Park
- Nissan Data Center — Englewood

Sales and Training

- Honda Zone Office — Englewood
- Hyundai Motor America Regional Office - Mountain States Region — Greenwood Village
- Subaru Area Training Office — Aurora
- Subaru Regional Office — Glendale
- Subaru Zone Office — Glendale
- Toyota Motor Sales U.S.A., Inc. Regional Office — Englewood

Parts Center

- Subaru Regional Distribution Center — Aurora

Sources used to compile the data used in this report: The 2024 Autos Drive America and AIADA Economic Impact Survey, The 2024 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 2024 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).

Learn More About the Economic Contribution in All U.S. States at www.AutosDriveAmerica.org



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VOLKSWAGEN GROUP
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VOLVO