

State Economic Impact

Georgia

Economic Impact in Georgia

\$5.7 billion invested

Production

402,417 vehicles produced in 2025

100% of total auto production in Georgia

\$12.6 billion purchased from U.S. suppliers

Sales

272 international nameplate dealerships

290,804 new vehicles sold in 2025

58% market share of new vehicle sales in Georgia

86,903 new electrified vehicles sold in 2025

69% market share of new electrified vehicle sales in Georgia

Employment

95,684 total jobs generated in Georgia

- **7,882** direct employment
- **18,216** dealership jobs
- **69,586** other indirect employment

\$7.6 billion total employee compensation

- **\$1.6 billion** dealership employee compensation
- **\$6 billion** in direct and other indirect employee compensation

Revenues

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

- **\$1.4 billion** in state and local tax receipts and other revenues
- **\$1.9 billion** in federal tax receipts and other revenues for the federal government
- **\$14.8 billion** in economic contribution to Georgia's Gross State Product (GSP)





Every direct job created by international automakers
supports **8** additional jobs in Georgia.

Vehicles Made in Georgia



Hyundai IONIQ 5



Hyundai IONIQ 9+



Kia EV6**



Kia EV9*



Kia Sorento*



Kia Sportage*



Kia Telluride*

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

*Exported from America **Production started in 2025



Five models manufactured by international automakers in Georgia
are exported to **12 countries and territories** around the globe.



International automakers **exported 31 models** from the
Georgia seaports of Brunswick and Savannah in 2025.

International Automaker Facilities

Manufacturing

- Honda Transmission Plant – Georgia — Tallapoosa
- Hyundai-LG Energy Solution Electric Battery Plant — Bryan County
- Hyundai Motor Group Metaplant America — Bryan County
- Hyundai-SK Innovation Electric Battery Plant — Bartow County
- Kia Georgia — West Point

Headquarters

- Mercedes-Benz USA — Sandy Springs/Atlanta
- Porsche Cars North America — Atlanta

Finance

- American Honda Finance Corporation Service Center — Alpharetta
- Hyundai Capital America — Atlanta
- Toyota Financial Service Customer & Dealer Experience Center — Alpharetta

Sales and Training

- BMW North America Training Center — College Park
- Honda/Acura Zone Office — Alpharetta
- Hyundai Motor America Regional Office — Marietta
- Infiniti Regional Office — Atlanta
- Jaguar Land Rover Academy — Atlanta
- Jaguar Land Rover North America — Atlanta
- Kia Regional Office — Atlanta
- Kia Training Center — Kennesaw
- Lexus Division Area Office — Alpharetta
- Mazda Training Center — Marietta
- Nissan Regional Office — Atlanta
- Nissan Service Training Center — Kennesaw
- Subaru Regional Distribution Center — Lithia Springs
- Subaru Area Training Center — Lithia Springs
- Subaru Zone Office — Lithia Springs

Parts Centers

- Honda Parts Distribution Center — Alpharetta
- Jaguar South Eastern Parts Distribution Center — Atlanta
- Mazda Parts Distribution Center — McDonough
- Mitsubishi Motors Parts Distribution Center — Lithia Springs
- Mobis Parts Distribution Center (Hyundai/Kia) — Lawrenceville

Other

- BMW of North America Vehicle Distribution Center — Brunswick
- Jaguar Land Rover Vehicle Distribution Centers — Brunswick
- Mercedes-Benz USA Vehicle Preparation Center — Brunswick
- Southeast Toyota Distributors (*Independent Distributor*) — Commerce

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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