

State Economic Impact

Iowa

Economic Impact in Iowa

- \$45 million** invested
- 103** direct employment
- \$8 million** purchased from U.S. suppliers in 2025
- 94** international nameplate dealerships
- 3,626** dealership jobs
- \$265 million** dealership employee compensation
- 49,937** new vehicles sold in 2025
- 41%** market share of new vehicle sales in Iowa
- 15,703** new electrified vehicles sold in 2025
- 72%** market share of new electrified vehicle sales in Iowa



International Automaker Facilities

Finance

- Toyota Financial Services Customer Service Center — Cedar Rapids

Parts Center

- Honda Parts Distribution Center — Davenport

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 (FCV).

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



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