

State Economic Impact

Louisiana

Economic Impact in Louisiana

\$18 million purchased from U.S. suppliers in 2025

152 international nameplate dealerships

7,398 dealership jobs

\$549 million dealership employee compensation

103,883 new vehicles sold in 2025

49% market share of new vehicle sales in Louisiana

22,555 new electrified vehicles sold in 2025

70% market share of new electrified vehicle sales in Louisiana



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).

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