

State Economic Impact

Massachusetts

Economic Impact in Massachusetts

\$47 million invested

172 direct employment

\$306 million purchased from U.S. suppliers in 2025

246 international nameplate dealerships

13,572 dealership jobs

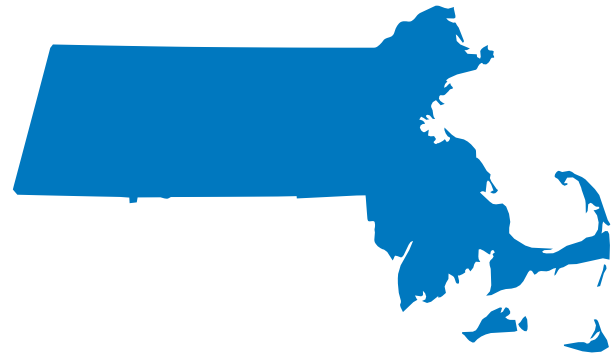
\$1.3 billion dealership employee compensation

228,009 new vehicles sold in 2025

70% market share of new vehicle sales in Massachusetts

79,849 new electrified vehicles sold in 2025

78% market share of new electrified vehicle sales in Massachusetts



International Automaker Facilities

R&D

- Toyota Research Institute — Cambridge

Sales and Training

- Hyundai Motor America Service Training Center — Shrewsbury
- Kia Training Center — Marlborough
- Mazda Training Center — Mansfield
- Toyota Motor Sales U.S.A., Inc. Regional Office — Mansfield

Parts Center

- Toyota Parts Distribution Center — Mansfield

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 (FCEV).

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



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KIA



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Polestar



VOLKSWAGEN GROUP
OF AMERICA

VOLVO