

State Economic Impact

Minnesota

Economic Impact in Minnesota

\$518 million purchased from U.S. suppliers
in 2025

126 international nameplate dealerships

7,198 dealership jobs

\$534 million dealership employee compensation

120,742 new vehicles sold in 2025

52% market share of new vehicle sales in Minnesota

39,066 new electrified vehicles sold in 2025

73% market share of new electrified vehicle sales in Minnesota



International Automaker Facilities

Sales and Training

- Subaru Area Training Center — Bloomington
- Subaru Zone Office — St. Louis Park

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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