

State Economic Impact

Missouri

Economic Impact in Missouri

\$1.4 billion invested

\$1.1 billion purchased from U.S. suppliers

Sales

150 international nameplate dealerships

129,561 new vehicles sold in 2025

43% market share of new vehicle sales in Missouri

39,242 new electrified vehicles sold in 2025

73% market share of new electrified vehicle sales in Missouri



Employment

31,568 total jobs generated in Missouri

- **1,173** direct employment
- **8,052** dealership jobs
- **22,343** other indirect employment

\$2.4 billion total employee compensation

- **\$622 million** dealership employee compensation
- **\$1.8 billion** in direct and other indirect employee compensation

Revenues

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

- **\$382 million** in state and local tax receipts and other revenues
- **\$949 million** in federal tax receipts and other revenues for the federal government
- **\$4.3 billion (1%)** in economic contribution to Missouri's Gross State Product (GSP)



Every direct job created by international automakers
supports **15.5** additional jobs in Missouri.

International Automaker Facilities

Manufacturing

- Toyota Motor Manufacturing, Missouri — Troy

Sales and Training

- Toyota Motor Sales U.S.A., Inc. Regional Office — Kansas City

Parts Center

- Toyota Parts Distribution Center — Kansas City

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).



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