

State Economic Impact

Montana

Economic Impact in Montana

\$4 million purchased from U.S. suppliers in 2025

40 international nameplate dealerships

1,710 dealership jobs

\$130 million dealership employee compensation

26,441 new vehicles sold in 2025

43% market share of new vehicle sales in Montana

8,367 new electrified vehicles sold in 2025

78% market share of new electrified vehicle sales in Montana



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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