

State Economic Impact

Nebraska

Economic Impact in Nebraska

\$50 million purchased from U.S. suppliers in 2025

55 international nameplate dealerships

2,500 dealership jobs

\$180 million dealership employee compensation

39,760 new vehicles sold in 2025

47% market share of new vehicle sales in Nebraska

11,523 new electrified vehicles sold in 2025

71% market share of new electrified vehicle sales in Nebraska



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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