

State Economic Impact

New Hampshire

Economic Impact in New Hampshire

21 direct employment

\$21 million purchased from U.S. suppliers in 2025

93 international nameplate dealerships

4,316 dealership jobs

\$422 million dealership employee compensation

55,785 new vehicles sold in 2025

62% market share of new vehicle sales in New Hampshire

16,082 new electrified vehicles sold in 2025

81% market share of new electrified vehicle sales in New Hampshire



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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