

State Economic Impact

New Mexico

Economic Impact in New Mexico

\$148 million purchased from U.S. suppliers
in 2025

62 international nameplate dealerships

3,304 dealership jobs

\$259 million dealership employee compensation

45,637 new vehicles sold in 2025

51% market share of new vehicle sales in New Mexico

14,013 new electrified vehicles sold in 2025

76% market share of new electrified vehicle sales in New Mexico



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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