

State Economic Impact

North Carolina

Economic Impact in North Carolina



\$5.9 billion invested

2,953 direct employment

\$673 million purchased from U.S. suppliers in 2025

317 international nameplate dealerships

18,304 dealership jobs

\$1.5 billion dealership employee compensation

277,481 new vehicles sold in 2025

60% market share of new vehicle sales in North Carolina

91,183 new electrified vehicles sold in 2025

74% market share of new electrified vehicle sales in North Carolina

International Automaker Facilities

Manufacturing

- Toyota Battery Manufacturing, North Carolina — Liberty

R&D

- Toyota Racing Development — Salisbury

Sales and Training

- BMW Fort Bragg Liberty MSTEP Training Center — Fort Bragg
- Subaru Area Training Center — Huntersville

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 (FCV).

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