

State Economic Impact

Oregon

Economic Impact in Oregon

- \$114 million** invested
- 610** direct employment
- \$47 million** purchased from U.S. suppliers in 2025
- 137** international nameplate dealerships
- 7,493** dealership jobs
- \$606 million** dealership employee compensation
- 106,010** new vehicles sold in 2025
- 65%** market share of new vehicle sales in Oregon
- 43,888** new electrified vehicles sold in 2025
- 75%** market share of new electrified vehicle sales in Oregon



International Automaker Facilities

R&D

- Jaguar Land Rover Global Digital Design Center — Portland

Finance

- Volkswagen Financial Services Call Center — Hillsboro

Sales and Training

- Subaru Area Training Center — Portland
- Subaru Zone Office — Portland
- Toyota Motor Sales U.S.A., Inc. Regional Office — Portland

Parts Centers

- Honda Parts Distribution Center — Gresham
- Subaru Master Distribution Center — Gresham
- Subaru Regional Distribution Center — Portland
- Toyota Parts Distribution Center — Portland

Other

- Toyota Port/Transport Operations — Portland



International automakers **exported four models** from the Oregon seaport of Portland in 2025.

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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