

State Economic Impact

Pennsylvania

Economic Impact in Pennsylvania

\$26 million invested

295 direct employment

\$489 million purchased from U.S. suppliers in 2025

500 international nameplate dealerships

24,035 dealership jobs

\$1.8 billion dealership employee compensation

352,081 new vehicles sold in 2025

62% market share of new vehicle sales in Pennsylvania

106,509 new electrified vehicles sold in 2025

77% market share of new electrified vehicle sales in Pennsylvania



International Automaker Facilities

Sales and Training

- Kia Training Center — Allentown

Parts Centers

- BMW of North America Continental Distribution Center — Easton
- BMW of North America Regional Parts Distribution Center — Nazareth
- Mazda Parts Distribution Center — Covington Township

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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