

State Economic Impact

South Carolina

Economic Impact in South Carolina

\$18.9 billion invested

Production

472,457 vehicles produced in 2025

100% of total auto production in South Carolina

\$12 billion purchased from U.S. suppliers

Sales

157 international nameplate dealerships

144,616 new vehicles sold in 2025

61% market share of new vehicle sales in South Carolina

40,054 new electrified vehicles sold in 2025

80% market share of new electrified vehicle sales in South Carolina

Employment

95,098 total jobs generated in South Carolina

- **14,914** direct employment
- **8,990** dealership jobs
- **71,194** other indirect employment

\$7.3 billion total employee compensation

- **\$740 million** dealership employee compensation
- **\$6.6 billion** in direct and other indirect employee compensation

Revenues

The economic activity of international automakers and dealers in South Carolina generated:

- **\$1.5 billion** in state and local tax receipts and other revenues
- **\$1.9 billion** in federal tax receipts and other revenues for the federal government
- **\$14 billion (3.9%)** in economic contribution to South Carolina's Gross State Product (GSP)





Every direct job created by international automakers
supports **5.4** additional jobs in South Carolina.

Vehicles Made in South Carolina



BMW X3*



BMW X3 PHEV*



BMW X4*



BMW X5*



BMW X5 PHEV*



BMW X6*



BMW X7*



BMW XM PHEV*



Polestar 3*



Volvo EX90*

*Exported from America

Vehicles Assembled in South Carolina



Mercedes-Benz
eSprinter Cargo



Mercedes-Benz
Sprinter Cab



Mercedes-Benz
Sprinter Cargo



Mercedes-Benz
Sprinter Crew



Mercedes-Benz
Sprinter Passenger

Vehicles are made, built, or manufactured in the United States using domestic and globally sourced parts.



10 models manufactured by international automakers in South Carolina
are exported to **119 countries and territories** around the globe.



International automakers **exported 10 models** from the
South Carolina seaport of Charleston in 2025.

International Automaker Facilities

Manufacturing

- BMW Manufacturing Corp, LLC — Greer
- Mercedes-Benz Vans, LLC — Ladson
- Volvo Car U.S. Operations — Ridgeville

R&D

- BMW Group Information Technology Research Center — Greenville

Sales and Training

- BMW of North America Regional Office — Spartanburg
- BMW of North America Training Center — Greer
- Volvo Car Manufacturing Training Center — Ridgeville
- Volvo Car University — Ridgeville
- Volvo Cars Southern Region Training Facility — Ridgeville

Parts Center

- BMW of North America Continental Distribution Center — Spartanburg
- Nissan Parts Distribution Center — Greenville

Other

- BMW Performance Center — Greer
- Mercedes-Benz Marshalling Yard — Ladson

Sources used to compile the data used in this report: The 2025 Autos Drive America and AIADA Economic Impact Survey, The 2025 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 2025 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.

Indirect economic impacts derived by SCOUT Economics using direct employment, dealer employment, and auto parts employment multipliers from the IMPLAN input-output model.

Advanced technology vehicles (green) include all battery electric vehicles (BEV), hybrid electric vehicles (HEV), plug-in hybrid electric vehicles (PHEV), and fuel cell vehicles (FCEV).



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