

State Economic Impact

West Virginia

Economic Impact in West Virginia

\$1.7 billion invested

\$3.9 billion purchased from U.S. suppliers

Sales

77 international nameplate dealerships

44,229 new vehicles sold in 2025

53% market share of new vehicle sales in West Virginia

9,212 new electrified vehicles sold in 2025

82% market share of new electrified vehicle sales in West Virginia



Employment

13,595 total jobs generated in West Virginia

- **2,172** direct employment
- **2,944** dealership jobs
- **8,479** other indirect employment

\$1 billion total employee compensation

- **\$197 million** dealership employee compensation
- **\$805 million** in direct and other indirect employee compensation

Revenues

The economic activity of international automakers and dealers in West Virginia generated:

- **\$217 million** in state and local tax receipts and other revenues
- **\$242 million** in federal tax receipts and other revenues for the federal government
- **\$2 billion (1.8%)** in economic contribution to West Virginia's Gross State Product (GSP)



Every direct job created by international automakers
supports **4.2** additional jobs in West Virginia.

International Automaker Facilities

Manufacturing

- Toyota Motor Manufacturing West Virginia — Buffalo

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).



www.AutosDriveAmerica.org



[/AutosDriveAmerica](https://www.facebook.com/AutosDriveAmerica)



[@AutosDrvAmerica](https://twitter.com/AutosDrvAmerica)



[autosdriveamerica](https://www.linkedin.com/company/autosdriveamerica)



www.AIADA.org



[/AIADA.News](https://www.facebook.com/AIADA.News)



[@AIADA_News](https://twitter.com/AIADA_News)



[aida](https://www.linkedin.com/company/aida)

Autos Drive America Members



HONDA



KIA



NISSAN
GROUP OF THE AMERICAS



TOYOTA

VOLKSWAGEN GROUP
OF AMERICA

VOLVO

AIADA Members



Polestar



VOLKSWAGEN GROUP
OF AMERICA

VOLVO