

State Economic Impact

Wisconsin

Economic Impact in Wisconsin

\$1.4 billion purchased from U.S. suppliers in 2025

184 international nameplate dealerships

7,701 dealership jobs

\$533 million dealership employee compensation

121,767 new vehicles sold in 2025

51% market share of new vehicle sales in Wisconsin

35,350 new electrified vehicles sold in 2025

75% market share of new electrified vehicle sales in Wisconsin



International Automaker Facilities

Parts Center

- Volkswagen Parts Distribution Center — Pleasant Prairie

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 (FCEV).

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