

# STATE ECONOMIC IMPACT



HERE *for* AMERICA

## GEORGIA

### ECONOMIC IMPACT IN GEORGIA

#### INVESTMENT

**\$2.9 billion** invested

**372,502** vehicles produced in 2016

**\$2.1 billion** purchased from U.S. suppliers

**264** international nameplate dealerships

**241,347** vehicles sold in 2016

**60%** retail market share of vehicles sold in Georgia



#### EMPLOYMENT

**69,296** total jobs generated in Georgia

- **5,774** direct employment
- **16,865** dealership jobs
- **46,657** other indirect employment

**\$4.1 billion** total employee compensation

- **\$944 million** dealership employee compensation
- **\$3.2 billion** in direct and other indirect employee compensation

#### REVENUES

The economic activity of international automakers' in Georgia generated:

- **\$681 million** in state and local tax receipts and other revenues
- **\$1 billion** in federal tax receipts and other revenues for the federal government

The operations and related activities of international automakers and auto dealers in the U.S. contributed **\$7.1 BILLION** to Georgia's Gross State Product (GSP) in 2016.



HERE *for* AMERICA

## VEHICLES MADE IN GEORGIA



Hyundai Santa Fe



Kia Optima\*



Kia Sorento\*

\*Exported from America

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

## INTERNATIONAL AUTOMAKERS FACILITIES

### HEADQUARTERS

- Mercedes-Benz USA – Atlanta
- Porsche Cars North America – Atlanta
- smart – Atlanta

### MANUFACTURING

- Honda Precision Parts of Georgia, LLC – Tallapoosa
- Kia Motors Manufacturing Georgia – West Point

### FINANCE

- American Honda Finance Corporation Regional Office – Alpharetta
- Hyundai Capital America – Atlanta
- Mercedes-Benz USA Financial Services – Atlanta
- Toyota Financial Services District Sales and Service Office – Alpharetta

### SALES AND TRAINING

- BMW of North America Regional Office – Atlanta
- Honda/Acura Zone Office – Alpharetta
- Hyundai Motor America Regional Office – Marietta
- Kia Regional Office – Atlanta
- Kia Training Center – Lawrenceville
- Mazda Training Center – Marietta

**TWO** models manufactured by international automakers in Georgia are exported to **FOUR COUNTRIES AND TERRITORIES** around the globe.





### **SALES AND TRAINING** (Continued)

- Infiniti Regional Office – Atlanta
- Nissan Regional Office – Atlanta
- Nissan Service Training Center – Marietta
- Subaru Regional Distribution Center – Lithia Springs
- Subaru Sales Training Center – Lithia Springs
- Subaru Zone Office – Lithia Springs
- Lexus Division Area Office – Alpharetta
- Volkswagen, Audi, and Volkswagen Credit, Inc. Regional Offices – Alpharetta
- Volvo Car USA – Suwannee

### **PARTS CENTERS**

- Honda Parts Distribution Center – Alpharetta
- Mobis Parts Distribution Center (Hyundai/Kia) – Lawrenceville
- Mazda Parts Distribution Center – McDonough
- Mitsubishi Motors Parts Distribution Center – Lithia Springs

### **OTHER**

- BMW of North America Vehicle Distribution Center – Brunswick
- Mercedes-Benz Vehicle Preparation Center – Brunswick
- Toyota Vehicle Processing Center – Commerce

**SOURCES USED TO COMPILE THE DATA USED IN THIS REPORT:** The 2016 Global Automakers and AIADA Economic Impact Survey, AIADA's membership roster, The University of Michigan Transportation Research Institute 1998 study prepared for the Association of International Automobile Manufacturers (AIAM), NADA DATA, IHS Automotive Vehicle Registration Data, and WardsAuto InfoBank.

Automobile manufacturers participating in the 2016 Global Automakers and AIADA Economic Impact Survey: BMW Group, Honda, Hyundai, Kia, Mazda, Maserati, Mercedes-Benz, Mitsubishi Motors, Nissan, Subaru, Toyota, Volkswagen Group, and Volvo.

Direct employment multiplier of 9.9 derived by SCOUT Economics from IMPLAN U.S. input-output model for 2015.

