

# State Economic Impact

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## Georgia

### Economic Impact in Georgia

**\$2.6 billion** invested

#### Production

**274,000** vehicles produced in 2019

**100%** total auto production in Georgia

**\$3.4 billion** purchased from U.S. suppliers



#### Sales

**273** international nameplate dealerships

**269,369** new vehicles registered in 2019

**56%** market share of new vehicle registrations in Georgia

#### Employment

**71,871** total jobs generated in Georgia

- **5,302** direct employment
- **17,000** dealership jobs
- **49,569** other indirect employment

**\$4.4 billion** total employee compensation

- **\$1 billion** dealership employee compensation
- **\$3.4 billion** in direct and other indirect employee compensation



**Without the operations and related activities** of international automakers and auto dealers in the U.S., **the unemployment rate in Georgia would be 4.5%** — far higher than the 3.1% official rate.

#### Revenues

The economic activity of international automakers in Georgia generated:

- **\$726 million** in state and local tax receipts and other revenues
- **\$921 million** 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 **\$7.6 billion** to Georgia's Gross State Product (GSP) in 2019.

## Vehicles Made in Georgia



Kia Optima\*



Kia Sorento\*



Kia Telluride\*

\*Exported from America  
Vehicles are made, built, or manufactured in the United States using domestic and globally sourced parts.



**Three models** manufactured by international automakers in Georgia are exported to **11 countries and territories** around the globe.



International automakers **exported 30 models** from the Georgia ports of Brunswick and Savannah in 2019.

## International Automaker 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 Financial Services — Atlanta
- Toyota Financial Services District Sales and Service Office — Alpharetta

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## Sales and Training

- BMW of North America Regional Office — Atlanta
- BMW of North America Training Center — College Park
- Honda/Acura Zone Office — Alpharetta
- Hyundai Motor America Regional Office — Marietta
- Infiniti Regional Office — Atlanta
- Jaguar Land Rover Academy — Atlanta
- Jaguar Land Rover North America — Atlanta
- Kia Regional Office — Atlanta
- Kia Training Center — Lawrenceville
- Lexus Division Area Office — Alpharetta
- Mazda Training Center — Marietta
- 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
- Volkswagen, Audi, and Volkswagen Credit, Inc. Regional Offices — Alpharetta

## Parts Centers

- Honda Parts Distribution Center — Alpharetta
- Jaguar South Eastern Parts Distribution Center — Atlanta
- Mazda Parts Distribution Center — McDonough
- Mitsubishi Motors Parts Distribution Center — Lithia Springs
- Mobis Parts Distribution Center (Hyundai/Kia) — Lawrenceville

## Other

- BMW Parkmobile, LLC — Atlanta
- BMW of North America Vehicle Distribution Center — Brunswick
- Jaguar Land Rover Vehicle Distribution Centers — Brunswick
- Mercedes-Benz Vehicle Preparation Center — Brunswick

**SOURCES USED TO COMPILE THE DATA USED IN THIS REPORT:** The 2019 Autos Drive America and AIADA Economic Impact Survey, AIADA's membership roster, NADA DATA, WardsAuto InfoBank, IHS Markit Vehicle Registration Data, and U.S. Bureau of Labor Statistics.

Automobile manufacturers participating in the 2019 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. Unemployment rates are for February 2020 (seasonally adjusted labor force from Bureau of Labor Statistics), prior to the COVID-19 outbreak in the U.S.

