

# State Economic Impact

## South Carolina

### Economic Impact in South Carolina

**\$11.4 billion** invested

#### Production

**469,977** vehicles produced in 2019

**100%** total auto production in South Carolina

**\$13 billion** purchased from U.S. suppliers



#### Sales

**153** international nameplate dealerships

**125,304** new vehicles registered in 2019

**58%** market share of new vehicle registrations in South Carolina

#### Employment

**79,856** total jobs generated in South Carolina

- **13,451** direct employment
- **8,640** dealership job
- **57,765** other indirect employment

**\$4.9 billion** total employee compensation

- **\$466 million** dealership employee compensation
- **\$4.5 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 South Carolina would be 5.7%** — far higher than the 2.4% official rate.

#### Revenues

The economic activity of international automakers in South Carolina generated:

- **\$799 million** in state and local tax receipts and other revenues
- **\$1.1 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 **\$10.1 billion (4.1%)** to South Carolina's Gross State Product (GSP) in 2019.

## Vehicles Made in South Carolina



BMW X3\*



BMW X4\*



BMW X5\*



BMW X6\*



BMW X7\*



Volvo S60 Sedan\*

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

## Vehicles Assembled in South Carolina



Mercedes-Benz  
Metris Cargo



Mercedes-Benz  
Sprinter Passenger



Mercedes-Benz  
Sprinter Cargo



**Six models** manufactured by international automakers in South Carolina are exported to **125 countries and territories** around the globe.



International automakers **exported six models** from the South Carolina Port of Charleston in 2019.

## International Automaker Facilities

### Manufacturing

- BMW Manufacturing Co. — Greer
- Mercedes-Benz Vans, LLC — Ladson
- Volvo Car USA — Ridgeville

### R&D

- BMW Group Information Technology Research Center — Greenville

### Finance

- Mercedes-Benz Financial Services — Fort Mill

### Sales and Training

- BMW of North America Training Center — Greer
- Volvo Dealer Technical Training — Charleston
- Volvo Quality and Service — Ridgeville
- Volvo University — Ridgeville
- Volvo Manufacturing 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
- Volvo Car USA — Summerville

**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.

