

# STATE ECONOMIC IMPACT



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## MISSISSIPPI

### ECONOMIC IMPACT IN MISSISSIPPI

**\$4.6 billion** invested

#### PRODUCTION

**395,125** vehicles produced in 2018

**100%** total auto production in Mississippi

**\$2.8 billion** purchased from U.S. suppliers

#### SALES

**84** international nameplate dealerships

**52,971** new vehicles registered in 2018

**51%** market share of new vehicle registrations in Mississippi

#### EMPLOYMENT

**35,142** total jobs generated in Mississippi

- **8,019** direct employment
- **3,525** dealership jobs
- **23,598** other indirect employment

**\$2.1 billion** total employee compensation

- **\$179 million** dealership employee compensation
- **\$1.9 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 MISSISSIPPI WOULD BE 7.5%** — far higher than the 4.8% official rate.

#### REVENUES

The economic activity of international automakers in Mississippi generated:

- **\$438 million** in state and local tax receipts and other revenues
- **\$500 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 **\$4.4 BILLION (4%)** to Mississippi's Gross State Product (GSP) in 2018.



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## VEHICLES MADE IN MISSISSIPPI



Nissan Altima\*



Nissan Frontier\*



Nissan Murano\*



Nissan NV Cargo\*



Nissan NV Passenger\*



Nissan Titan\*



Toyota Corolla\*

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



**SEVEN MODELS** manufactured by international automakers in Mississippi are exported to **25 COUNTRIES AND TERRITORIES** around the globe.

## INTERNATIONAL AUTOMAKERS FACILITIES

### MANUFACTURING

- Nissan Canton Vehicle Assembly Plant — Canton
- Toyota Motor Manufacturing Mississippi — Blue Springs

### OTHER

- Toyota Logistics Services, Inc./Marshalling Yard — Tupelo

**SOURCES USED TO COMPILE THE DATA USED IN THIS REPORT:** The 2018 Global Automakers and AIADA Economic Impact Survey, AIADA's membership roster, NADA DATA, WardsAuto InfoBank, and IHS Markit Vehicle Registration Data. Automobile manufacturers participating in the 2018 Global Automakers and AIADA Economic Impact Survey: BMW Group, Honda, Hyundai, Kia, Mazda, Mercedes-Benz, Mitsubishi Motors, Nissan, Subaru, Toyota, Volkswagen Group, and Volvo.

Indirect economic impacts derived by SCOUT Economics using direct employment, dealer employment, and auto parts employment multipliers from the IMPLAN input-output model for the State.

Unemployment rates based on February 2019 Seasonally Adjusted Labor Force from Bureau of Labor Statistics.



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**HERE FOR AMERICA** tells the story of international automakers, their ever-growing impact on the U.S. economy, and the benefits they provide to local communities. The contributions of international automakers and dealers are integral to the success of today's U.S. auto industry, the most vibrant and competitive auto market in the world.

**HERE FOR AMERICA**, an initiative of the **ASSOCIATION OF GLOBAL AUTOMAKERS**, educates policy makers and the public about the benefits of investments made by international automakers and suppliers in the United States, and fights for open trade and investment policies that do not discriminate, and to insist on a level playing field with respect to business policies, such as tax, labor and workforce development.



LEARN MORE ABOUT THE ECONOMIC CONTRIBUTIONS IN ALL U.S. STATES AT [HereForAmerica.com](http://HereForAmerica.com)

