

State Economic Impact

Michigan

Economic Impact in Michigan

\$1.8 billion invested

4,879 direct employment

\$11.1 billion purchased from U.S. suppliers in 2023

228 international nameplate dealerships

9,462 dealership jobs

\$775 million dealership employee compensation

125,688 new vehicles sold in 2023

24% market share of new vehicle sales in Michigan

26,121 new green vehicles sold in 2023

44% market share of new green vehicle sales in Michigan



International Automaker Facilities

Headquarters

- Maserati North America, Inc. — Auburn Hills
- Mercedes-Benz USA Financial Services — Farmington Hills

R&D

- American Honda Motor Co., Inc., Ann Arbor Test Lab — Ann Arbor
- American Honda Motor Co., Inc., Pontiac Office — Auburn Hills
- American Honda Motor Co., Inc., Warren Office — Warren
- Caltex Design Research (Toyota) — Ann Arbor
- Honda Fuel Cell System Manufacturing, LLC — Brownstown
- Honda Research Institute USA, Inc., Detroit Research Office — Ann Arbor
- Hyundai America Technical Center, Inc. — Superior Township
- Hyundai Safety Test and Investigation Laboratory — Superior Township
- Mercedes-Benz R&D North America — Ann Arbor
- Mercedes-Benz R&D North America — Farmington Hills

R&D (Continued)

- Mitsubishi Motors R&D of America, Inc — Ann Arbor
- Nissan Technical Center North America — Farmington Hills
- Subaru Research & Development — Van Buren Township
- Toyota Motor North America R&D — Ann Arbor
- Toyota Research Institute — Ann Arbor
- Toyota Motor North America R&D — Saline

Other

- Mazda Wixom Center — Wixom
- Mazda Quality Research Building — Woodhaven
- Volkswagen Call Center and Technical Services — Auburn Hills

Sources used to compile the data used in this report: The 2023 Autos Drive America and AIADA Economic Impact Survey, The 2023 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 2023 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 (FOEV).

Learn More About the Economic Contribution in All U.S. States at www.AutosDriveAmerica.org