

# State Economic Impact

## Mississippi

### Economic Impact in Mississippi

**\$5.2 billion** invested

#### Production

**403,384** vehicles produced in 2023

**100%** of total auto production in Mississippi

**\$4.0 billion** purchased from U.S. suppliers

#### Sales

**81** international nameplate dealerships

**59,885** new vehicles sold in 2023

**56%** market share of new vehicle sales in Mississippi

**7,298** new green vehicles sold in 2023

**77%** market share of new green vehicle sales in Mississippi

#### Employment

**30,830** total jobs generated in Mississippi

- **7,285** direct employment
- **3,724** dealership jobs
- **19,821** other indirect employment

**\$2.1 billion** total employee compensation

- **\$258 million** dealership employee compensation
- **\$1.9 billion** in direct and other indirect employee compensation

#### Revenues

The economic activity of international automakers and dealers in Mississippi generated:

- **377 million** in state and local tax receipts and other revenues
- **486 million** in federal tax receipts and other revenues for the federal government
- **3.4 billion** in economic contribution to Mississippi's Gross State Product (GSP)





Every direct job created by international automakers supports **2.5** additional jobs in Mississippi.

## Vehicles Made in Mississippi



Nissan Altima\*



Nissan Frontier\*



Nissan Titan\*



Nissan Titan XD



Toyota Corolla\*

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

\*Exported from America



**Four models** manufactured by international automakers in Mississippi are exported to **seven countries and territories** around the globe.

## International Automaker 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 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.

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

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).



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