

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

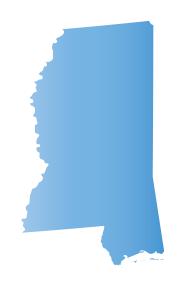
\$2.1 billion total employee compensation

- \$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 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 (FCEV).





















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