

Mississippi

Economic Impact in Mississippi

\$5.4 billion invested

Production

391,193 vehicles produced in 2024

100% of total auto production in Mississippi

\$3.5 billion purchased from U.S. suppliers

Sales

81 international nameplate dealerships

62,216 new vehicles sold in 2024

56% market share of new vehicle sales in Mississippi

10,446 new electrified vehicles sold in 2024

77% market share of new electrified vehicle sales in Mississippi

Employment

28,724 total jobs generated in Mississippi

- **6,612** direct employment
- **3,648** dealership jobs
- **18,464** other indirect employment

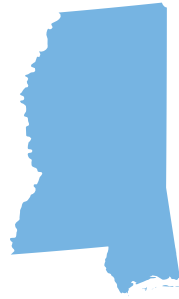
\$2 billion total employee compensation

- **\$244 million** dealership employee compensation
- **\$1.8 billion** in direct and other indirect employee compensation

Revenues

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

- **\$360 million** in state and local tax receipts and other revenues
- **\$464 million** in federal tax receipts and other revenues for the federal government
- **\$3.3 billion (2.10%)** 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*



Toyota Corolla*

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

*Exported from America



Three models manufactured by international automakers in Mississippi are exported to **15 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