

State Economic Impact

Michigan

Economic Impact in Michigan

\$1.8 billion invested

5,470 direct employment

\$14.3 billion purchased from U.S. suppliers in 2025

227 international nameplate dealerships

9,628 dealership jobs

\$777 million dealership employee compensation

135,172 new vehicles sold in 2025

25% market share of new vehicle sales in Michigan

43,865 new electrified vehicles sold in 2025

35% market share of new electrified 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
- Caltex Design Research (Toyota) — 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
- Mitsubishi Motors R&D of America, Inc — Ann Arbor
- Nissan Technical Center North America — Farmington Hills
- North American Subaru, Inc. — Van Buren Township
- Toyota Motor North America R&D — Ann Arbor
- Toyota Motor North America R&D — Saline
- Woven by Toyota — Ann Arbor

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 2024 Autos Drive America and AIADA Economic Impact Survey, The 2024 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 2024 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 (FCV).

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



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HONDA



KIA



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GROUP OF THE AMERICAS



TOYOTA

VOLKSWAGEN GROUP
OF AMERICA

VOLVO

AIADA Members



Polestar



VOLKSWAGEN GROUP
OF AMERICA

VOLVO