

State Economic Impact

Mississippi

Economic Impact in Mississippi

\$5.3 billion invested

Production

340,549 vehicles produced in 2025

100% of total auto production in Mississippi

\$4 billion purchased from U.S. suppliers

Sales

82 international nameplate dealerships

63,795 new vehicles sold in 2025

56% market share of new vehicle sales in Mississippi

13,899 new electrified vehicles sold in 2025

79% market share of new electrified vehicle sales in Mississippi

Employment

33,724 total jobs generated in Mississippi

- **5,469** direct employment
- **3,773** dealership jobs
- **24,482** other indirect employment

\$2.4 billion total employee compensation

- **\$256 million** dealership employee compensation
- **\$2.2 billion** in direct and other indirect employee compensation

Revenues

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

- **\$471 million** in state and local tax receipts and other revenues
- **\$587 million** in federal tax receipts and other revenues for the federal government
- **\$4.4 billion (2.6%)** in economic contribution to Mississippi's Gross State Product (GSP)





Every direct job created by international automakers
supports **5.1** 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 **10 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 2025 Autos Drive America and AIADA Economic Impact Survey, The 2025 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 2025 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).



www.AutosDriveAmerica.org



[/AutosDriveAmerica](https://www.facebook.com/AutosDriveAmerica)



[@AutosDrvAmerica](https://twitter.com/AutosDrvAmerica)



[autosdriveamerica](https://www.linkedin.com/company/autosdriveamerica)



www.AIADA.org



[/AIADA.News](https://www.facebook.com/AIADA.News)



[@AIADA_News](https://twitter.com/AIADA_News)



[aida](https://www.linkedin.com/company/aida)

Autos Drive America Members



HONDA



KIA



NISSAN
GROUP OF THE AMERICAS



TOYOTA

VOLKSWAGEN GROUP
OF AMERICA

VOLVO

AIADA Members



Polestar



VOLKSWAGEN GROUP
OF AMERICA

VOLVO