

State Economic Impact

Mississippi

Economic Impact in Mississippi

\$4.6 billion invested

Production

388,643 vehicles produced in 2019

100% total auto production in Mississippi

\$3.7 billion purchased from U.S. suppliers



Sales

84 international nameplate dealerships

52,237 new vehicles registered in 2019

52% market share of new vehicle registrations in Mississippi

Employment

31,096 total jobs generated in Mississippi

- **6,920** direct employment
- **3,572** dealership jobs
- **20,604** other indirect employment

\$1.8 billion total employee compensation

- **\$185 million** dealership employee compensation
- **\$1.6 billion** in direct and other indirect employee compensation



Without the operations and related activities of international automakers and auto dealers in the U.S., **the unemployment rate in Mississippi would be 7.9%** — far higher than the 5.5% official rate.

Revenues

The economic activity of international automakers in Mississippi generated:

- **\$324 million** in state and local tax receipts and other revenues
- **\$407 million** in federal tax receipts and other revenues for the federal government



The operations and related activities of international automakers and auto dealers in the U.S. contributed **\$3.8 billion (3.2%)** to Mississippi's Gross State Product (GSP) in 2019.

Vehicles Made in Mississippi



Nissan Altima*



Nissan Frontier*



Nissan Murano*



Nissan NV Cargo*



Nissan NV Passenger*



Nissan Titan*



Nissan Titan XD



Toyota Corolla*

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



Seven models manufactured by international automakers in Mississippi are exported to **18 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 2019 Autos Drive America and AIADA Economic Impact Survey, AIADA's membership roster, NADA DATA, WardsAuto InfoBank, IHS Markit Vehicle Registration Data, and U.S. Bureau of Labor Statistics.

Automobile manufacturers participating in the 2019 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. Unemployment rates are for February 2020 (seasonally adjusted labor force from Bureau of Labor Statistics), prior to the COVID-19 outbreak in the U.S.

