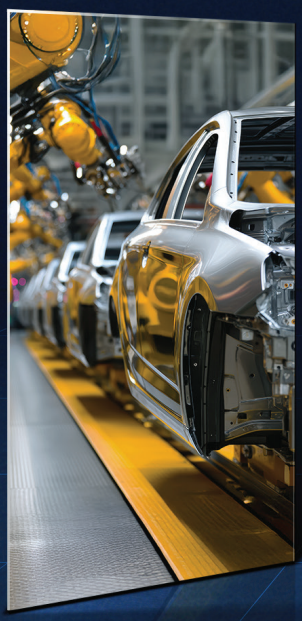
MICHAUTO

STATE OF AUTOMOBILITY

2025



INNOVATE OR BE LEFT BEHIND

Michigan Needs a Cohesive Strategy to Maintain Its Leadership

The automotive and mobility — or "automobility" — industry provides the most advanced and complex products in the world, and it is the perfect platform for Michigan's diversification into growing fields in robotics, AI, and machine learning. In this industry, we engineer, innovate, and build as well as anywhere in the world, but we cannot take it for granted.

Michigan's automobility companies face the unique challenge of meeting consumer demand today while building the mobility solutions of tomorrow — all during a time of massive disruption.

Warning Signs Amid Rapid Change

Recently, Michigan's signature industry has been hampered by tariffs as it navigates changing fuel economy standards and major shifts in vehicle propulsion and software systems. Meanwhile, southern U.S. states are building a "battery belt" by actively recruiting automakers and suppliers, including those from Michigan. Beyond our borders, the Chinese industry is scaling and advancing at an astounding rate as it attempts to dominate the race for electrification. The change and transformation of our signature industry serves as a warning: Michigan cannot expect to win the future of the industry through legacy alone.

Identifying Our Weaknesses to Chart a Path Forward

MichAuto has rescoped this report to take a more critical look at Michigan's No. 1 industry. While continuing to highlight Michigan's automotive strengths, it will also elevate the weaknesses that threaten our global leadership.

We find ourselves in an era defined by rapid automation, the digital economy, shifts in global supply chains, and trade war gamesmanship. Michigan's path forward demands a bold, cohesive agenda that positions us to innovate and lead the industry.

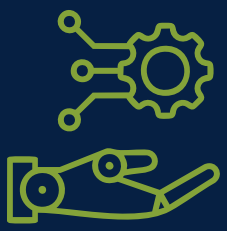
The path forward is clear: unite and innovate, or be left behind in the industry we created.

> **"Michigan cannot expect to win the future of the industry through legacy alone."**

Glenn Stevens Jr.
Executive Director, MichAuto;
Chief Automotive and Innovation Officer,
Detroit Regional Chamber

FORCES OF CHANGE

A number of forces are shaping how vehicles are designed, tested, engineered, manufactured, sold, serviced, and valued.



Supply Chain Transformation and Localization

Automation, robotics, and logistics handling technology will only grow as AI evolves and will continue to transform the automobility supply chain. With it comes onshoring and nearshoring opportunities for OEMs and suppliers, but also additional national security issues that must be addressed.

AI, Automation, and Digitalization

AI, automation, and digitalization will increasingly require a fast-changing workforce with more technical skills. While technology will displace jobs, it will also enable the workforce and create demand for new skills.

Global Competition, Mainly From China

The Chinese automotive industry is both "pushing" traditional global OEMs out of China's market and spreading exports and manufacturing around the globe. The speed of innovation from China is a growing competitive threat that must not be ignored.

Electrification and Emerging Fuel Cell Technology

Despite EV adoption in the U.S. lagging behind much of the world, EVs will continue to proliferate globally and will help define future leadership in vehicle production and design, charging infrastructure, energy generation, and battery technology.

Policy and Business Climate

National and statewide policies on economic development, fuel economy standards, immigration, research funding, and trade all contribute to creating a business climate where automobility companies can thrive or not.

The Consumer

The North American market is hypercompetitive and one of the world's most sought-after markets. Manufacturers will continue to account for the U.S. consumer's preferences for affordability and choice, particularly when it comes to EVs and internal combustion engine (ICE) vehicles.

STRENGTHS AND WEAKNESSES

As Michigan transitions from its legacy auto industry to automobility, it faces significant opportunities and considerable risks.

OPPORTUNITIES TO BUILD AROUND

Dense Manufacturing and Innovation Ecosystem

Michigan holds a massive, concentrated network of automotive manufacturers, suppliers, and R&D facilities. The state is ranked first in mobility and automotive R&D, with 58% of total U.S. spending happening there. This dense cluster provides a deep foundation of expertise and collaboration, and is bolstered by innovation hubs, which are bringing together talented entrepreneurs and emerging companies to drive innovation.

Skilled Legacy Workforce and Top-Notch Colleges

Michigan's workforce has a long history and deep expertise in the automotive sector, from design to manufacturing, and includes the densest concentration of engineers in the U.S. While needing retooling, this foundation provides a major advantage over competitors building new workforces from scratch and is strengthened by talented graduates from Michigan's colleges and universities.

Extensive Testing Infrastructure and Policy

Michigan has invested heavily in 14 public and private testing and proving grounds for autonomous and connected vehicles. It also has favorable state laws for testing self-driving vehicles, making it a hub for product development and deployment.

A Binational Supply Chain and Supporting Infrastructure

Michigan's shared border with Canada comes with one of the most complex and technologically advanced supply chains in history. The Gordie Howe International Bridge will provide a new artery for one of the world's largest trading partnerships and bolster this supply chain.

Significant Investment in EVs and Batteries

Michigan has secured billions of dollars in investments for new battery and EV manufacturing facilities from companies like Ford, General Motors, LG Energy Solution, and Magna International.

Abundant Natural Resources

Michigan is home to 21% of the world's surface freshwater, rich deposits of natural gas, native copper, and other rare minerals, which are becoming ever more important to the mobility industry. We must leverage this natural advantage while continuing to be good stewards for future generations.

RISKS THAT NEED TO BE ADDRESSED

Intense Competition for Jobs and Investment

Michigan is in a fierce battle with other states for new mobility- and EV-related jobs and investments. Some states, like Arizona and California, are perceived as more dominant hubs for tech-focused mobility companies, while southern states like Georgia are closing the gap, passing Michigan in important areas such as new EV investments since 2020.

A Fledgling Startup Ecosystem

Michigan must develop sustainable funding to support the many startups across the state that are developing cutting-edge automotive and mobility technologies. To retain these high-tech companies, investments must be made to enable startups to grow and scale in Michigan, or we risk the investments leaving the state's economy.

EV Market and Infrastructure Uncertainty

The transition to EVs is not without risk. Consumer demand for EVs has been slower than projected at times, causing some automakers to scale back their plans or pivot away from billions of dollars invested in EV strategies. Michigan also faces significant challenges in expanding its EV charging infrastructure to alleviate "range anxiety" for consumers.

Workforce Skills Gap and Industry Perception

Retraining Michigan's workforce from traditional ICE skills to those needed for electric and autonomous vehicles is a major challenge — especially given the lingering negative perceptions many young Michiganders have of the industry. The state needs more graduates with software development, cybersecurity, and data analysis degrees to meet future demands.

Supply Chain Vulnerability

The state's existing automotive supply chain is a comparative advantage, but also heavily dependent on ICE production and highly susceptible to federal trade policies. As EVs replace traditional vehicles, many suppliers risk becoming obsolete, and the shift will require substantial investment, adaptation, and pro-trade policy.

Job Displacement

The shift to EV manufacturing will not be evenly distributed. While some jobs will gain in new areas like battery production, others related to legacy powertrains and repairs will be lost, potentially impacting long-time auto workers and their communities.

KEYS TO MAINTAINING MICHIGAN'S

AUTOMOBILITY LEADERSHIP

Michigan needs to work together to create a long-term cohesive strategy that transcends elections.

Cultivate High-Tech Talent

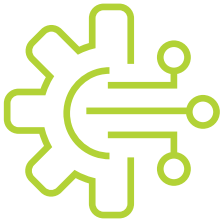
Retain, develop, and attract a high-quality workforce by investing in initiatives such as Going PRO and MichAuto's High-Tech Talent Strategy, while investing in the post-high school talent pipeline to ensure more highly skilled Michiganders earn bachelor's degrees and are in place to bolster an aging workforce.

Improve Business Climate

After steady improvement under both Republican and Democratic governors, Michigan has taken a step back in terms of business climate recently. The legislature needs to course-correct and provide a positive tax and regulatory environment so our automobility companies can thrive and compete.

Provide Competitive Economic Development Incentives

Michigan companies need to be on a level playing field against those in other states. Incentives may not be popular, but other states are using them. Michigan needs to set long-term, sustainable incentives to attract and retain businesses.



Ease Impact of Industry Transition

Amid this automobility transition, companies and the workforce will need support to adapt to new technologies, manufacturing processes, and skill requirements. State support is critical to ensure existing automotive companies are not left behind.

MICHAUTO

PROMOTE • RETAIN • GROW

The only statewide voice for Michigan's automobility industry

Advocacy

Advance policies that support the growth of Michigan's signature industry at every level of government — local, state, and federal.

Talent

Develop and provide next-level education and industry career pathways for Michigan citizens while providing the high-tech talent automotive and mobility companies need to stay globally competitive.

Industry Transition

Highlight the rapid pace of change within the industry and emphasize the urgent need to adapt quickly to ensure Michigan retains its global automotive and mobility leadership and capitalizes on emerging opportunities.

Join nearly 100 investors, from OEMs and suppliers, to economic development agencies and educational institutions, and support MichAuto's critical work.

STATE OF AUTOMOBILITY

OVERVIEW

A snapshot of the four areas that will define the future of the automobility industry in Michigan: Core Industry, Talent, Electrification, and Innovation.

CORE INDUSTRY

#1 state for vehicle production

$348B
Michigan's automotive and mobility industry annual economic output

Over 1.2 million
jobs tied to the automotive and mobility industry

#1 state in automaker and supplier announced investments with $37 billion since 2020

95 of the 100
top automotive suppliers to North America are located in Michigan

#1 exporter of motor vehicles

25 OEMs

TALENT

Over 98,000
engineers are in Michigan's workforce

1 in 5
jobs in Michigan are connected to the mobility industry

$83B
in compensation from the mobility industry

Over 14,000
engineering and computer science credentials awarded annually

Over 70
institutions offer engineering and computer science programs

#1 state for concentration of engineers

$723M
in mobility-related R&D at Michigan's R1 institutions

ELECTRIFICATION

28th state in EV adoption per capita

#2 state for EV- and battery-related announced investments

76% of Michigan automotive and mobility investments announced are EV- and battery-related

24th in EV sales per capita

1,535% growth in EV sales in Michigan since 2019

Over 3,600
EV charging ports in Michigan

INNOVATION

4 R1 universities

#1 state for business-funded automotive and mobility R&D

14 proving grounds

Top 10 state
in the nation for patents

CORE INDUSTRY

Securing Michigan's $348B Mobility Industry is Critical to Our Economic Future

Michigan is the global epicenter of mobility. Michigan's vast network of OEMs, suppliers, R&D facilities, and technical centers significantly contributes to the state's economy and employment opportunities. As the global industry rapidly evolves, Michigan must protect and grow this critical economic sector.

$348 billion

contributed to Michigan's economy each year by the automotive and mobility industry, or 27% of the state's GDP.

More than 1.2 million jobs,

or 20% of Michigan's employment, are tied to the automotive industry, representing more than $83 billion in total earnings and compensation annually.

Michigan is a Global OEM and Supply Chain Destination

25
OEMs located in Michigan

95 of the top 100
automotive suppliers to North America have a presence in Michigan, with 65 headquartered here

Explore Michigan's **over 500** automotive and mobility assets and the full list of the **95 top suppliers** by name and location.

Ford, GM, Stellantis, Bollinger Motors, Volvo, FAW Group, Great Wall, Hino, Honda, Hyundai, Isuzu, Lucid, Mahindra, Mercedes-Benz, Mitsubishi Motors, Nissan, Rivian, SAIC, Scout, Shyft Group, Slate, Subaru, Tesla, Toyota, Volkswagen

The #1 State for Automotive and Mobility Investments

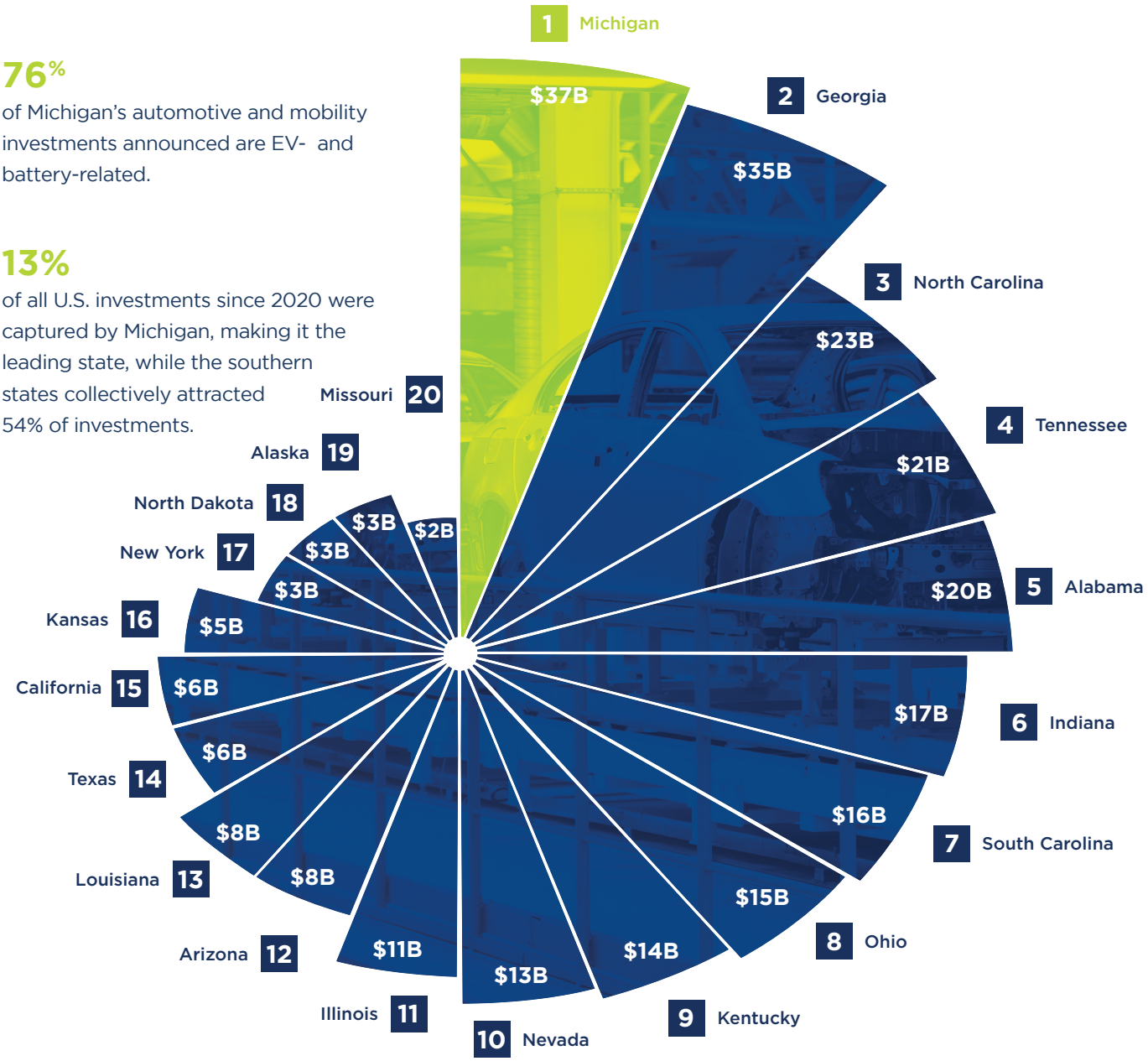
The automotive industry is undergoing its most significant transformation since the invention of the car. EVs are rapidly gaining market share, with more than $200 billion in automotive investments already committed to electrification efforts across the U.S.

Automaker and Supplier Announced Investments, 2020-October 2025

$37B
in total announced investments in Michigan. OEMs contributed 64%, while suppliers accounted for the remaining 36%.

76%
of Michigan's automotive and mobility investments announced are EV- and battery-related.

13%
of all U.S. investments since 2020 were captured by Michigan, making it the leading state, while the southern states collectively attracted 54% of investments.

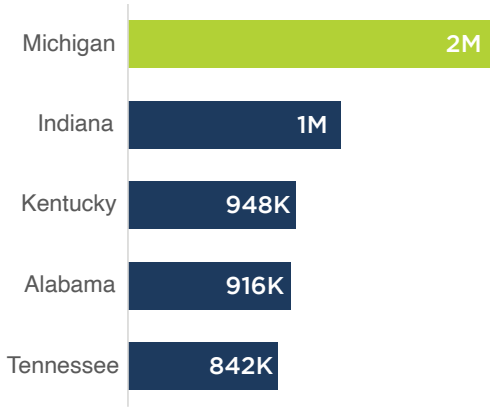


Source: Center for Automotive Research

#1 in the U.S. for Vehicle Production

Top 5 States for Vehicle Production

Light-Duty Vehicles, 2024



19%

of the nation's vehicles are manufactured in Michigan, more than any state in the nation.

13%

of all North America's vehicle production occurred in Michigan in 2024. That's more than all of Canada, which produced 1 million vehicles in 2024.

Michigan's footprint in manufacturing continues to lead the nation. In 2024, over 2 million vehicles were assembled in Michigan, a 5% increase compared to 2023. Producing over 840,000 more vehicles than the next highest state, Indiana. Three of the nation's 2024 top-selling vehicles were produced in Michigan: Ford F-Series, Chevrolet, Silverado, and Dodge Ram.

13
OEM assembly plants in Michigan, including two plants producing EV models

23
OEM component and material plants

23
models produced in Michigan in 2024, including seven EV models

	gm	Ford	STELLANTIS
Production	618,843	570,107	849,959
Plants	5 Factory Zero Flint Assembly Lansing Delta Lansing Grand River Orion Assembly	4 Dearborn Truck Flat Rock Michigan Assembly Rouge EV Center	4 Jefferson North Mack Avenue Sterling Heights Warren Truck
Models (2024)	13 Buick Encalve Cadillac Celestiq Cadillac CT4 Cadillac CT5 Cadillac Escalade IQ Chevrolet Silverado Chevrolet Silverado EV Chevrolet Traverse GMC Acadia GMC Hummer EV GMC Hummer EV SUV GMC Sierra GMC Sierra EV	6 Ford Bronco Ford F-150 Ford Raptor Ford F-150 Lightning Ford Mustang Ford Ranger	5 Dodge Durango Jeep Grand Cherokee Jeep Grand Wagoneer Jeep Wagoneer Ram 1500

Source: Automotive News Research & Data Center

Manufacturing at Risk as Production Surges in Other States and China

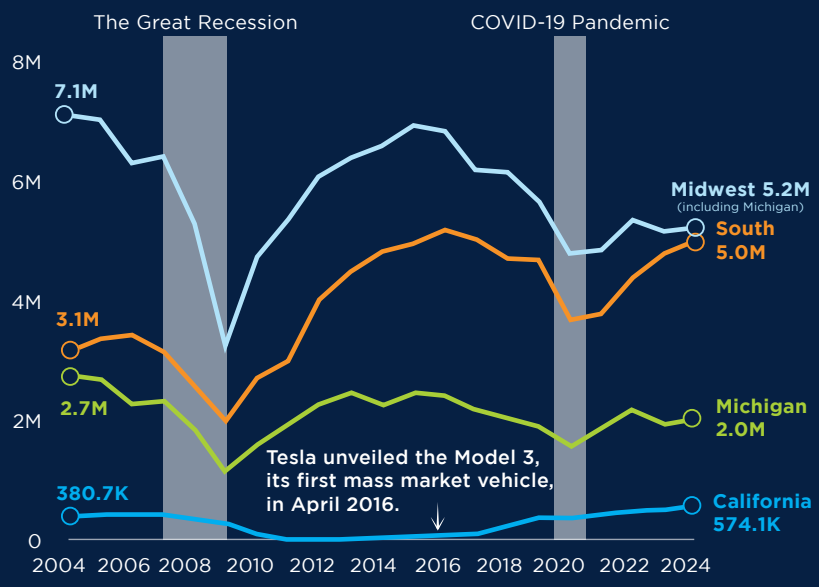
Michigan remains the nation's leader in vehicle manufacturing, with the highest concentration of vehicle production and manufacturing jobs in the U.S. However, southern states like Kentucky and Alabama are experiencing rapid growth in automotive manufacturing, fueled by aggressive economic development and investment. At the same time, global competition, particularly from countries like China, is intensifying, adding pressure on Michigan to stay ahead through innovation, workforce development, and continued investment in next-generation mobility.

Michigan's Production Decreased by a Quarter Since 2004

Historically the heart of U.S. vehicle production, Michigan experienced a substantial decline, with its volume decreasing from over 2.7 million vehicles in 2004 to around 2.0 million in 2024, down 25% in production. While the Midwest also saw a reduction, the South dramatically increased its vehicle production, almost doubling its output over the same period, indicating a strong geographical shift in manufacturing.

Vehicle Production Accelerates by 59% in the South Over the Past 20 Years

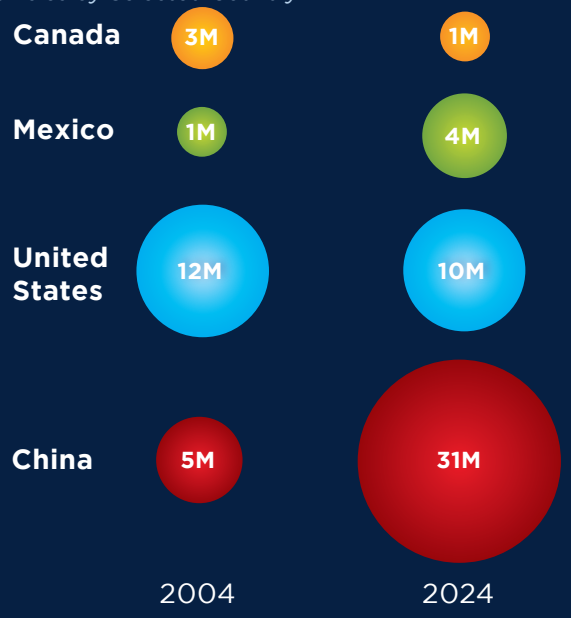
Light-Duty Vehicles by Selected State and Region



Source: Automotive News Research & Data Center
Note: Chart shows selected states. Lines represent individual states or regions and should not be totaled.

Total Vehicle Production

Unit Production of Cars and Commercial Vehicles by Selected Country



Source: Alliance for Automotive Innovation, 2024 Data Driven Report, International Organization of Motor Vehicle Manufacturers

The Rise of China as the New Global Vehicle Producer, Growing Nearly 500% Since 2004

Just two decades ago, the majority of vehicles were produced in the U.S., representing 19% of the global vehicle production. However, since 2004, the U.S. share of vehicle production has declined to 11% as of 2024. Today, China produces three times as many vehicles as the U.S. and accounts for 34% of the total.

Investing in Infrastructure is Key to Michigan's Competitiveness

9,650
miles of highways, 74% of all freight is moved by trucks

3,600
miles of rail corridors, operated by 29 railroads

31
active cargo ports

18
commercial airports

Detroit Metropolitan Wayne County Airport was ranked the second-highest in passenger satisfaction among all mega airports in 2024 and serves 36 million passengers annually.

5
international vehicle border crossings, with the Gordie Howe International Bridge opening in 2026

4
of the seven Class I railroads operate in Michigan

Source: Michigan Department of Transportation, American Society of Civil Engineers

An Improved C- Grade

Michigan received an overall grade of C- on the 2023 Michigan's Infrastructure Report Card, the same rating as the national infrastructure report card. Despite improving from the previous report's D+ rating in 2018, infrastructure maintenance and age remain challenges and threaten to harm the state's economic viability. In response, Michigan passed into law the Building Michigan Together Plan, the largest infrastructure investment plan in the state's history.

Creating a New Critical Artery for One of the World's Largest Trading Partnerships

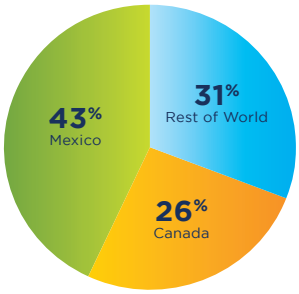
Set to open in 2026, the **Gordie Howe International Bridge** will help transition Michigan's infrastructure landscape and establish two of the largest ports of entry between the U.S. and Canada. Located in the Detroit Region — home to the busiest commercial border crossing already — the Bridge will significantly enhance cross-border freight capacity.

Michigan Depends on Global Markets and is Susceptible to Trade Disruptions

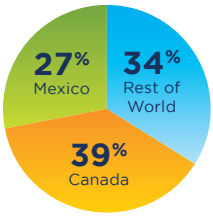
Michigan's border crossings, notably the Ambassador Bridge and Blue Water Bridge, are among the busiest international crossings in North America. Michigan's border crossings handled 64% of the total truck volume along the Northern border, with over four million inbound and outbound crossings in 2024.

Canada and Mexico are Michigan's Top Trade Partners

Imports = $173 Billion



Exports = $63 Billion



The state's largest export market is Canada. Michigan exported $24 billion in goods to Canada in 2024, representing 39% of the state's total goods exports.

2024 Michigan Trade Snapshot

$62B
in goods exported, up 12% since 2019

43%
of Michigan's exports were transportation equipment, worth $27B

7th
largest state in the nation for exports

#2
exporter to Canada and #3 exporter to Mexico, with a combined $40B in goods

#1
exporter of motor vehicles in the U.S.

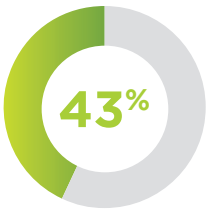
#1
northern international border crossing

Vehicles and Vehicle Parts Were Michigan's Largest Exports With More Than $25 Billion in 2024

Michigan is the nation's largest exporter of vehicles and vehicle parts. Canada accounts for 55% of all transportation equipment trade with Michigan.

$13B in Vehicles
(21% of all exports)

$12B in Vehicle Parts and Bodies
(20% of all exports)



Transportation equipment exports accounted for **43% of all Michigan exports** in 2024.

Source: SEMCOG, International Trade Administration

TALENT

Talent is a Competitive Advantage

Maintaining Michigan's strengths in manufacturing talent, nationally ranked engineering programs, and R1 research universities is more critical than ever. The global market continues to grow more competitive, and to stay in the game, Michigan must increase its educational attainment and career preparation to attract and retain talent that will leverage Michigan's signature industry into the future.

#1 in the Nation for Automotive Manufacturing Jobs

Rank	State	Automotive Manufacturing Employment	Employment Concentration
1	Michigan	180,863	6x
2	Indiana	118,644	6x
3	Ohio	98,845	3x
4	Tennessee	67,947	3x
5	Kentucky	64,200	5x

Michigan's Unmatched Talent Supply

66% more people
are employed in manufacturing than the next closest state (Indiana), resulting in:

180.8K
total automotive manufacturing jobs in 2024, and

6x higher
than the national average.

Over 1.2M
Michiganders across the state were skilled trades workers in 2024, including:

Over 125K
highly skilled assemblers and fabricators producing some of the world's most complex and highly technical mobility products.

Source: Lightcast

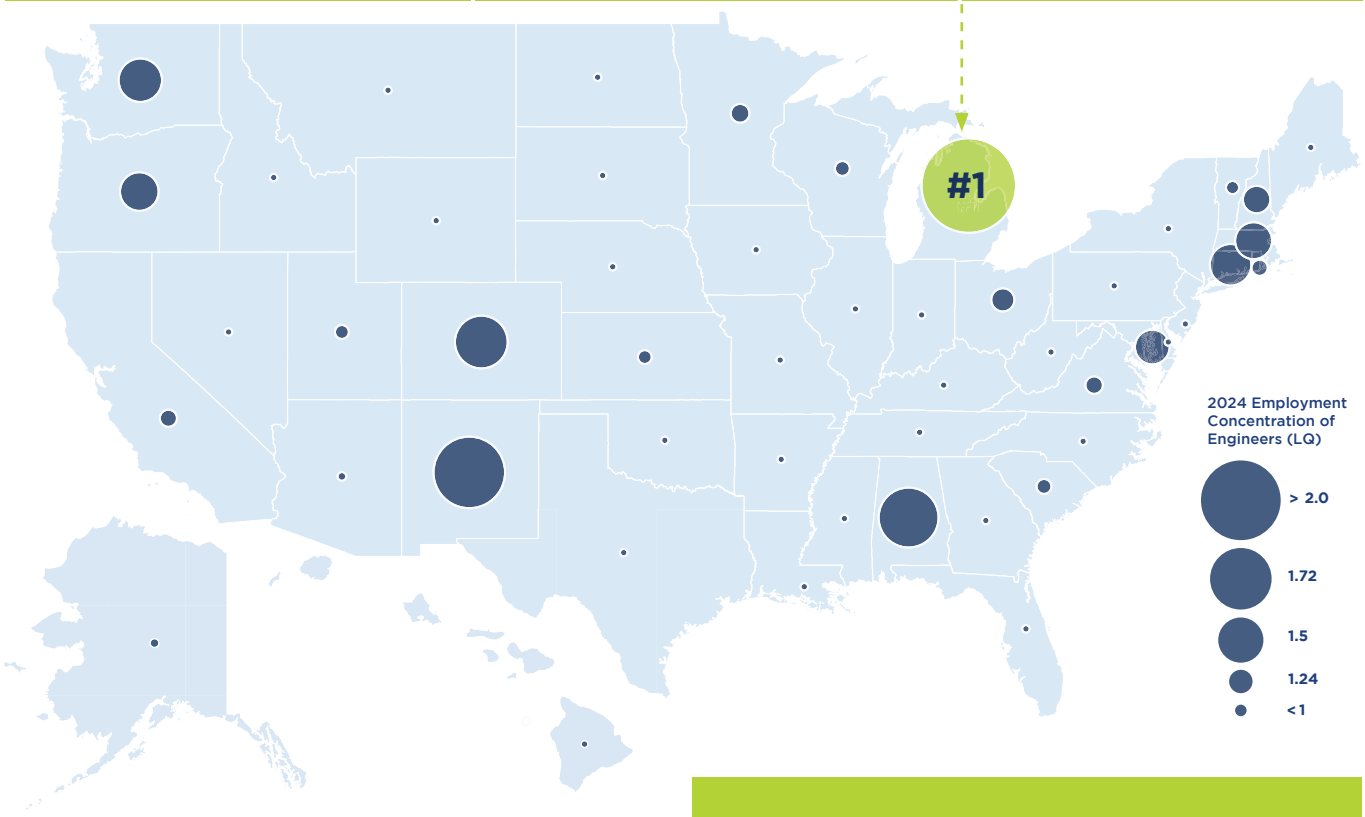
Michigan's Highly Skilled Talent Supply Continues to Power the Industry

Michigan's considerable manufacturing capability is reflected in its concentration of talent — far exceeding national averages in key automotive occupations.

#1 in the nation for engineering talent

Over 98,500
engineers in Michigan's workforce.

The highest
concentration of engineers, **twice the national average.**



Michigan's Employment in Key Automotive Occupations:

Mechanical Engineers
31,830 jobs or **4x the national average**

Industrial Engineers
31,850 jobs or **3x the national average**

Tool and Die Makers
9,190 jobs or **6x the national average**

Mechanical Engineering Technologists and Technicians
5,470 jobs or **5x the national average**

Model Makers, Metal, and Plastics
1,210 jobs or **13x the national average**

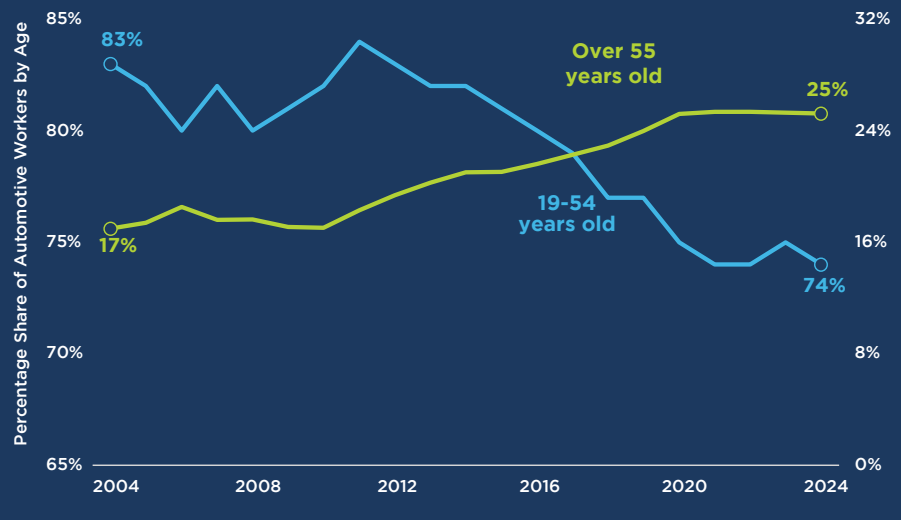
Source: Lightcast, U.S. Bureau of Labor Statistics

Michigan's Mobility Workforce Demographic Snapshot

An Aging Workforce Threatens Competitiveness and Talent Pipeline

Nearly one in four

automotive manufacturing jobs in 2024 were held by workers aged 55 and older, up from 17% just two decades earlier.

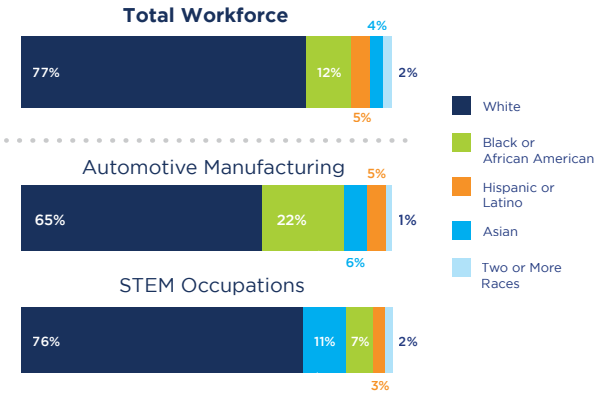


This demographic shift poses serious challenges. As labor force participation also continues to decline and experienced workers begin to retire in greater numbers, **Michigan faces mounting pressure to maintain its talent edge.**

Source: Lightcast

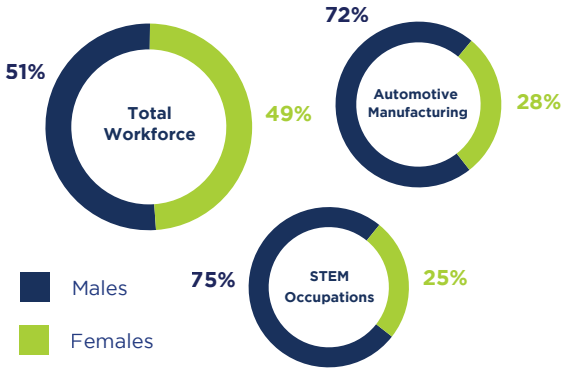
Note: Automotive manufacturing defined by 3361-3.

By Race and Ethnicity



Michigan's automotive manufacturing workforce is relatively diverse compared to the total workforce. However, Black or African American and Hispanic workers remain underrepresented in the STEM workforce.

By Gender



Despite representing almost half of Michigan's overall workforce at 49%, women are underrepresented in the automotive industry, at only 28% of its workforce.

MichAuto is working to continue increasing diversity across the industry by leading the CEO Coalition for Change and with partners like the Center for Automotive Diversity, Inclusion, and Advancement.

Source: Lightcast

The Imperative for Building Educational Pathways

Michigan faces significant challenges along its education pipeline that impact the state's workforce and economic competitiveness. To compete, Michigan must invest in purposeful, industry-aligned pathways, spanning K-12 through post-high school and into careers.

Michigan's K-12 Education Pipeline is Under Strain as College Enrollment Declines

Data shows that many students are struggling to meet proficiency standards in core subjects like reading and math, placing Michigan behind national benchmarks. The low counselor-to-student ratio limits access to career guidance and post-high school planning. While not a full picture of the education pipeline, these factors play into the cracks in the education pipeline, resulting in dwindling college enrollment.

Michigan ranks:

31st
in eighth-grade math

44th
in fourth-grade reading

Michigan students had **lower scores in 2024 than on the previous Nation's Report Card (NAEP)** in 2022, signaling early academic gaps.

2nd worst ratio
of students to counselors in the nation

Michigan has **598 students for every one counselor,** compared to the recommended 250 students-to-counselor ratio.

Less than 60%
of Michigan high school students enroll in post-high school education.

Negative Perception of the Industry Remains Among Youth

According to the MichAuto Perception Study, Michigan's mobility industry faces a perception crisis among youth, with over half saying they would not consider it for a career — largely due to low awareness of diverse roles beyond engineering and manufacturing, unclear educational pathways, and misunderstood working conditions.

More than half of students
would not consider a career in the automotive and mobility industry.

Read Michauto's High-Tech Talent Initiative Perception Study on michauto.org.

Source: National Assessment of Educational Progress's The Nation's Report Card, American School Counselor Association

A High-Tech Talent Strategy Michigan Can Count On

MichAuto is committed to repairing the automotive and mobility talent pipeline by operating programs that educate students on career paths and connecting education and employers to better prepare students for the jobs of the future.

YOU DRIVE THE FUTURE

An awareness campaign to inspire the Gen Z population to pursue high-tech careers in Michigan's automotive and mobility industry with content created by young professionals working in the industry across Michigan.

20 million
views by Gen Z audiences in Michigan

8,000 followers
across various platforms

DISCOVER AUTO

MichAuto's Discover Auto tours, in partnership with Square One Education Network, connect high school students with the industry through in-person tours of companies and participation in trade shows such as Automate and The Battery Show.

Over 3,000 students
across the state provided experiential learning by MichAuto.

SQUARE ONE EDUCATION NETWORK
the future starts with us

In partnership with MichAuto, the Square One Education Network is expanding access to youth robotics programs across Michigan, providing hands-on, project-based STEM learning opportunities.

307 teams
in Michigan, an increase from only 150 in 2024.

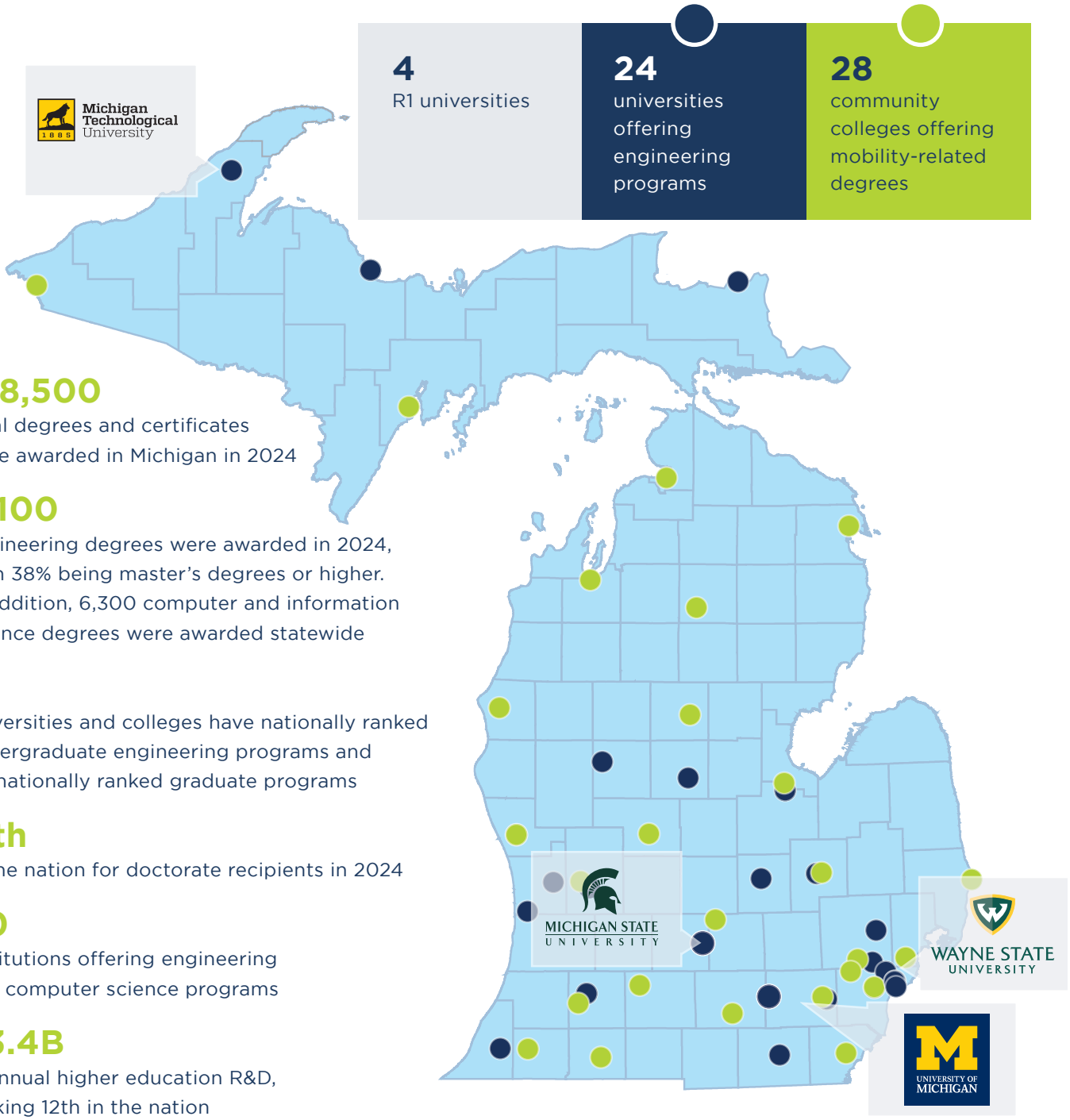
Elevating Students Across Michigan Through the Lockwood STEM Center

The Lockwood STEM Center in Hemlock, Michigan, is a community-driven facility designed to provide hands-on learning experiences that prepare students for careers in the automotive and mobility industry. The center fosters collaboration among educators, industry leaders, and civic organizations to build a strong pipeline of local talent. MichAuto partners with the center to help bring its vision to life, supporting initiatives that expose students to industry roles and equip them with vital skills like communication, teamwork, and problem-solving.

Did you know?
According to the U.S. Bureau of Labor Statistics, **the number of STEM jobs is growing twice as fast** as non-STEM careers, with a projected 11 million positions available nationally in 2030.

Colleges and Universities Provide High-Tech Talent to Drive Innovation

Michigan's higher education institutions work to equip students with the skills demanded of next-generation mobility careers through targeted degree programs.



128,500
total degrees and certificates were awarded in Michigan in 2024

8,100
engineering degrees were awarded in 2024, with 38% being master's degrees or higher. In addition, 6,300 computer and information science degrees were awarded statewide

16
universities and colleges have nationally ranked undergraduate engineering programs and six nationally ranked graduate programs

11th
in the nation for doctorate recipients in 2024

70
institutions offering engineering and computer science programs

$3.4B
in annual higher education R&D, ranking 12th in the nation

$462M,
or 15% of Michigan's higher education R&D, is dedicated to engineering

Source: Lightcast, U.S. News & World Report, National Center for Science and Engineering Statistics

Michigan's R1 Footprint Expands

In 2025, Michigan Technological University, a MichAuto investor, was designated as an R1 research institution, making it the fourth R1 university in Michigan. The university located in Houghton, Michigan, joins Michigan State University, the University of Michigan, and Wayne State University. The R1 classification denotes institutions with very high levels of research activity and per capita research activity, ranking Michigan 13th among states for R1 institutions.

University of Michigan's $250 Million Center for Innovation is Set to Open in Spring 2027

The University of Michigan's Center for Innovation will be a world-class research, education, and entrepreneurship center designed to advance innovation and talent-focused community development. The new center will join the University of Michigan's other research facilities, like Mcity, Battery Lab, Transportation Research Institute, and the Electric Vehicle Center.

The Research Universities for Michigan

The Research Universities for Michigan (RU4M) — comprising of Michigan State University, Michigan Technological University, the University of Michigan, and Wayne State University — is a national academic research cluster helping shape the future of mobility through research, industry partnerships, and talent development.

$30B
economic impact made by RU4M institutions, reaching every Michigan county

4,825
mobility-related R&D awards received by RU4M institutions since 2020

$723M
in mobility research awards since 2020

22,153
mobility-related degrees awarded at RU4M institutions

Source: Research Universities for Michigan

Aligning Future Workforce With Industry Needs

According to Michigan's "Hot 50 Job Outlook" report, 42 out of the 50 "hot" jobs in Michigan, including careers related to automotive and mobility, over the next decade will require a bachelor's degree.

Michigan's High-Demand and High-Wage Jobs by 2032

Selected Mobility-Related Occupations	Projected Annual Job Openings	Typical Education Required	Hourly Wage Range	Projected Growth
Software Developers	3,360	Bachelor's degree	$39-$63	**20.4%**
Industrial Machinery Mechanics	2,000	Long-term on-the-job training	$24-$34	**14.4%**
Industrial Engineers	1,785	Bachelor's degree or license	$38-$53	**10.2%**
Mechanical Engineers	2,075	Bachelor's degree or license	$38-$58	**8.2%**
Heavy and Tractor-Trailer Truck Driver	6,420	Postsecondary non-degree, short-term OJT, or license	$22-$29	**2.1%**

Growing In-Demand Skills in the Mobility Industry:

+30.5%
Automation

+26.8%
Computer Science

+25.8%
Data Analysis

+24.5%
Python or Programming Language

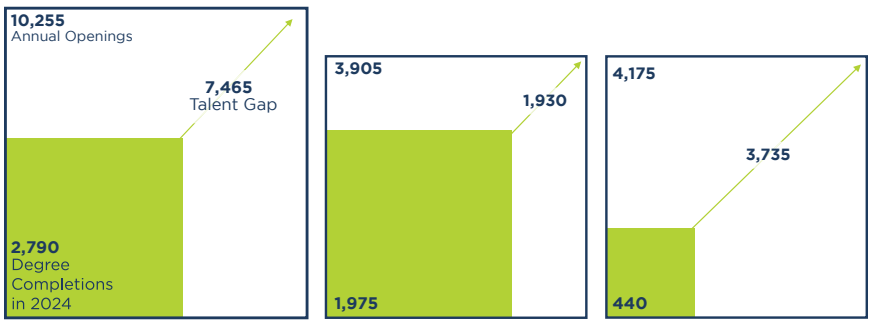
+25.8%
Innovation

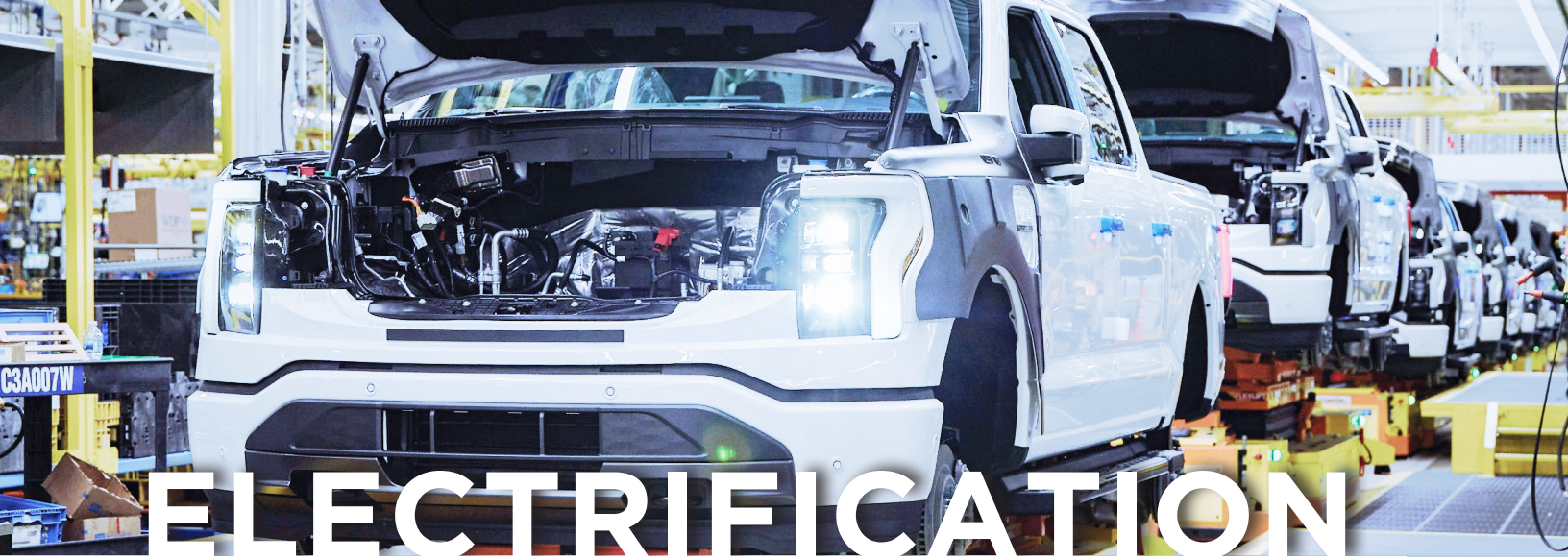
Source: Michigan Center for Data and Analytics, Lightcast

The Talent Pipeline is Falling Short of Meeting the Automotive Talent Shortage

As the automotive industry evolves, demands for skilled professionals have intensified. However, the supply of qualified talent isn't keeping pace. The shortfall between graduates and job openings poses a significant threat to the industry's competitiveness and innovation.

Gaps Between Degree Completion and Annual Job Openings
Michigan, All Institutions, All Degree Levels, 2024





ELECTRIFICATION

Michigan Must Compete and Lead the Industry Transition to Stay Competitive

To secure its economic future and preserve its historic role as the global epicenter of the automotive and mobility industry, Michigan must strengthen supply chains, continue to pursue EV investments, and innovate the industry.

Michigan is the #2 State for EV-Announced Investments

Automotive OEMs and suppliers have announced $227 billion in electrification investments nationally between 2020 and 2025, with Michigan capturing $28 billion of investments or 12% of the nation's share.

$10B
in EV facility investments

$11B
in battery facility investments

16K
EV jobs created

Rank	State	Total (2020-October 2025)
1	Georgia	$33B
2	**Michigan**	**$28B**
3	North Carolina	$22B
4	Tennessee	$18B
5	Indiana	$16B
6	South Carolina	$15B
7	Alabama	$13B
8	Nevada	$13B
9	Ohio	$11B
10	Kentucky	$11B

Detroit Regional Chamber

MICHIGAN VOTER POLL

SPRING 2025

Majority of Michigan voters believe the state should actively pursue leadership in EV manufacturing.

58%
of Michigan voters think the state should aggressively compete to be the leader in EV manufacturing

65%
Say Michigan's economy would be hurt if China becomes the EV world leader

Competition is Fierce

If the U.S. and Michigan fail to compete, it risks losing its economic and innovative edge to global competitors, particularly China, which produced 70% of the world's EVs in 2024, according to the Alliance for Automotive Innovation.

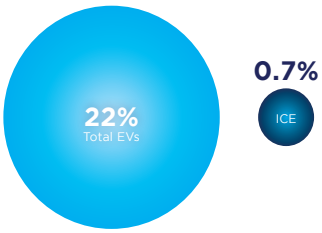
Source: Alliance for Automotive Innovation, Center for Automotive Research
Note: Investment numbers through October 2025

As Global EV Market Grows, so Must U.S. Demand

In 2025, sales of plug-in hybrid and battery electric vehicles in the U.S. grew faster than internal combustion engine (ICE) vehicles, driven by a wider range of available models and increased consumer demand. Despite the U.S. EV tax credits ending in 2025, consumer satisfaction remains high, with 94% of EV owners likely to buy another EV according to the J.D. Power 2025 U.S. Electric Vehicle Experience Ownership Study.

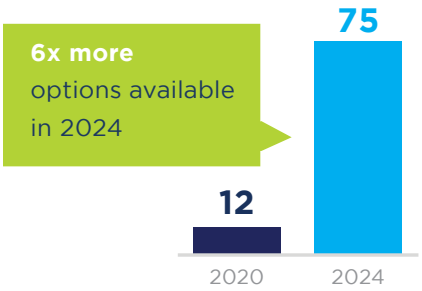
EVs Drive Market Growth

Percent Change, U.S. Light Vehicles Sales, September 2024-September 2025



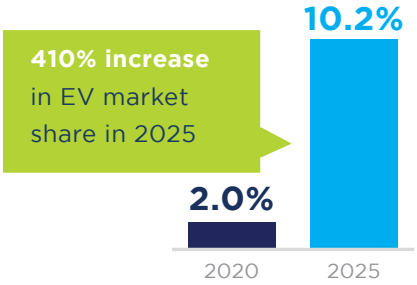
EV Models Available

United States



EV Market Share

PHEV and BEV, United States

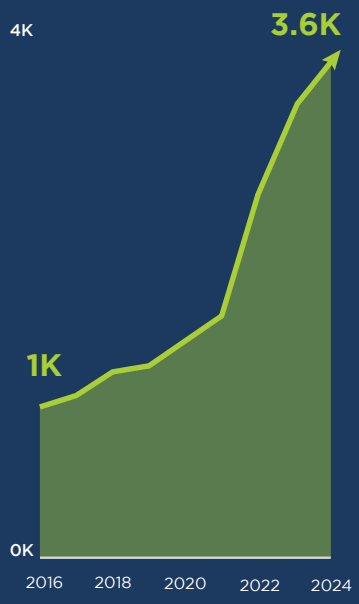


Michigan's EV Landscape Has Been Incrementally Building, but Lags Behind Other States

Michigan's EV infrastructure, sales, and adoption are steadily growing. Support from public and private investments and state incentives has helped make EVs more accessible and attractive to consumers. However, Michigan is still behind other states in key areas.

EV Charging Ports

All Levels, Michigan

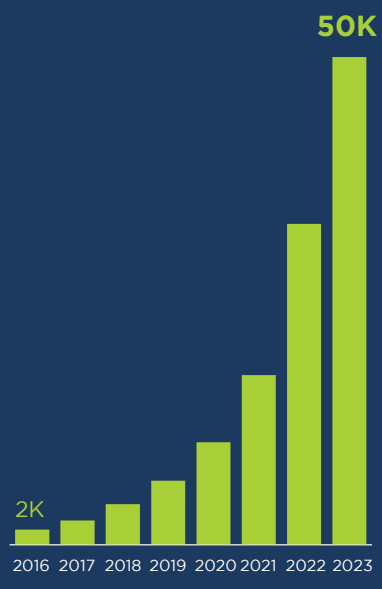


▲ **158%** since 2019

31st in ports per capita

EV Adoption

EV Registration, Michigan

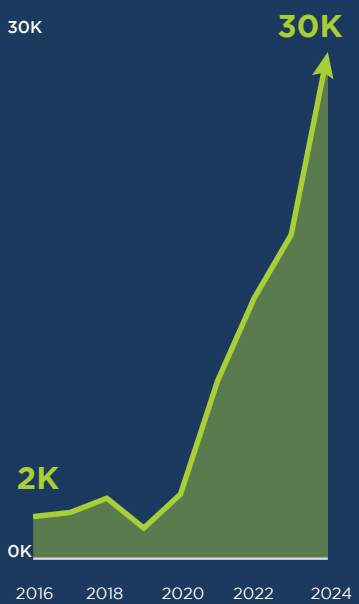


▲ **662%** since 2019

28th in adoption per capita

EV Sales

PHEV and BEV, Michigan



▲ **1,535%** since 2019

24th in EV sales per capita

Source: Center for Automotive Research, Kelly Blue Book, U.S. Department of Energy's Alternative Fuels Data Center

INNOVATION

The Future of Mobility is Being Created in Michigan

Michigan is the place to ideate, test, scale, and produce next-generation mobility innovations. Michigan's unique assets — including highly skilled engineers, world-class research institutions, and strong public and private partnerships — make it a national leader in driving cross-sector innovation.

Michigan's Strong R&D Performance

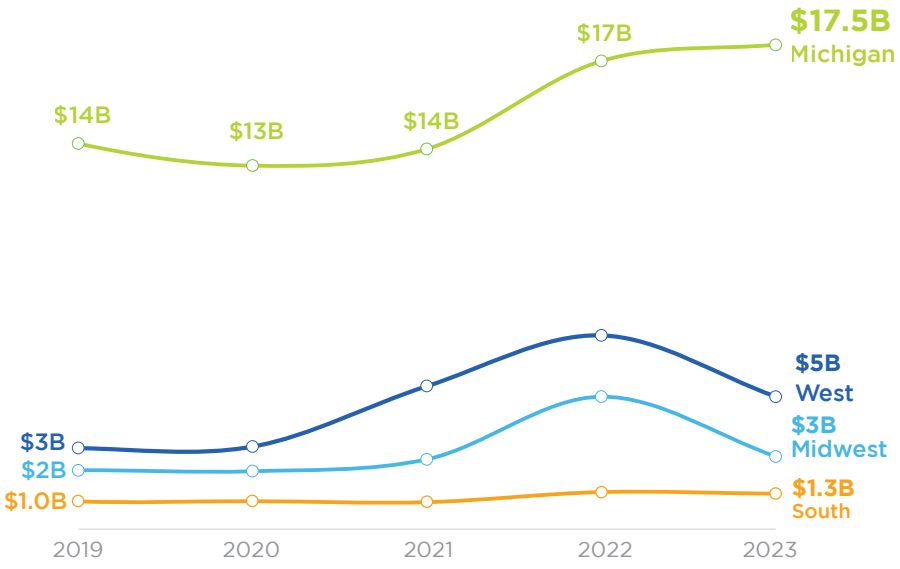
#1 state
for business-funded automotive and mobility R&D, with 58% of the nation's share, totaling $17 billion in funding annually

9th in the nation
for overall R&D activity

#5 state
in economic value of research, the share of a state's GDP attributable to public and private R&D

Over Half of Business-Funded Automotive and Mobility R&D Occurs in Michigan

Total R&D Funding, NACIS 3361-3

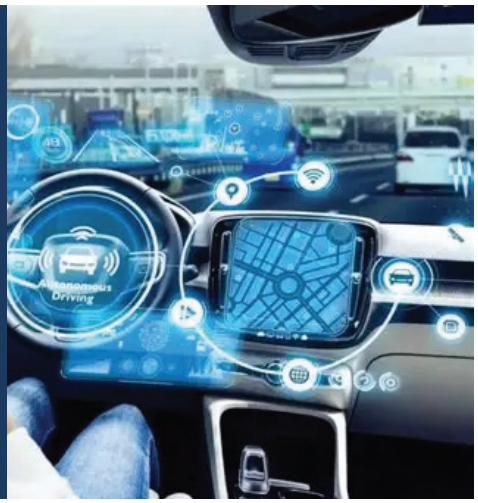


While funding has increased to $17 billion, the share of mobility-related **R&D spending occurring in Michigan has decreased from 67% to 58% over the past five years**, highlighting the need to strengthen our innovation ecosystem to remain competitive in the R&D landscape.

Source: Business Leaders for Michigan's Innovation Economy Scorecard, National Science Foundation

New R&D Tax Credit to Stimulate Significant Investment, Tech Development

The MichAuto and Detroit Regional Chamber-supported R&D tax credit, passed in 2025, will stimulate significant investments in groundbreaking research and cutting-edge technology, leveraging Michigan's existing businesses and world-class research universities. The credit will lower costs for businesses, support innovators and entrepreneurs, and encourage the creation and retention of good-paying jobs. Joining 36 other states with similar tax credits, Michigan's move signals its commitment to remaining the home of automotive R&D into the future.



Startups, Venture Capital, and Patents Make Michigan an Innovation Hub

Over $1B
in total venture capital investments in Michigan in 2024, up 48% since 2019

1 of only 5
U.S. Patent and Trademark Regional Offices in the nation

Over 60
University partners and economic development organizations provide support for mobility startups

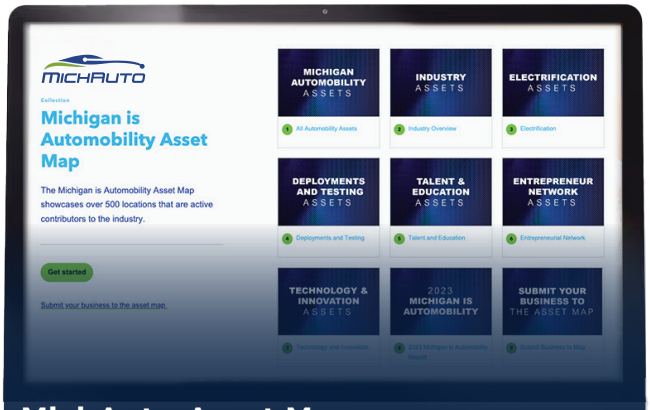
Over 30
Angel investors and venture capital firms funding mobility startups in Michigan

Top 10 state
for patent creations, with over 8,500 filings in 2024

20
Michigan SmartZones that support tech-based business growth through innovation, entrepreneurship, and collaboration

Michigan Innovation Fund

Created in 2025, the one-time $60 million fund was designed to provide long-term investments and support in startup communities across Michigan. While it is the type of investment needed over the long term for Michigan to stay competitive, lawmakers opted not to reload funding in the following year's budget.



MichAuto Asset Map

Explore assets fueling innovation across the mobility industry, including:

14 proving grounds
100+ deployments
80+ entrepreneurial resources

MOBILITY BEYOND AUTOMOTIVE

Automobility is more than just traditional automotive; it is multi-modal and spans the air, land, and sea. Michigan has numerous innovation hubs and centers that are changing the way the world moves — this report offers a snapshot of these innovation centers.

ADVANCED AERIAL MOBILITY

Advanced Digital Drone Operations Hub (Chippewa County): A public-private partnership launched in Michigan's Eastern Upper Peninsula to advance drone-based mobility solutions and airspace management, enabling near-border commercial and security drone operations through real-time situational awareness and FAA-authorized traffic coordination services.

Gerald R. Ford Airport's Ford Launchpad for Innovation Technology and Entrepreneurship (FLITE) (Grand Rapids): One of the first airport-based initiatives in the nation that provides funding to encourage the testing and validation of new products and services in a live airport environment.

Gerald R. Ford Airport's Ford Launchpad for Innovation Technology and Entrepreneurship

MARITIME AND BLUETECH

Great Lakes Research Center (Houghton): A lake-level marine facility with year-round interdisciplinary research and access to surface and sub-surface fleets, including remote and autonomous underwater vehicles.

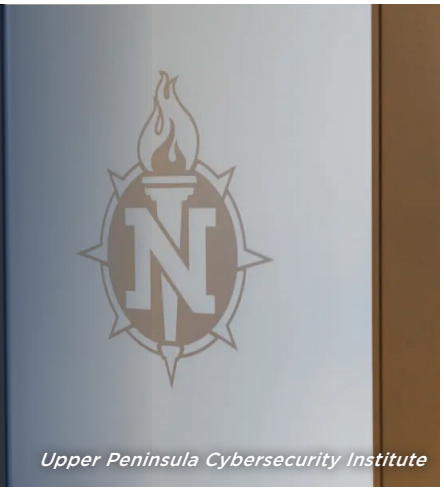
Traverse City Freshwater Research & Innovation Center (Traverse City): A global hub for applied freshwater innovation, offering research, education, commercialization, new business incubation, and startup acceleration programs, including access to a four-season marine technology laboratory.


Traverse City Freshwater Research & Innovation Center

APPLIED INNOVATION

Upper Peninsula Cybersecurity Institute (Marquette): Located in Northern Michigan University, the Institute offers non-degree and industry credentials in careers in cybersecurity, along with the existing bachelor's degree program. As the nation's largest unclassified cyber range, it operates as a physical extension of the state's Michigan Cyber Range.

Blue Dot Initiative (Grand Rapids): Grand Valley State University's regional center of innovation and technology, including the Blue Dot Lab, focused on building an innovation-centered talent pipeline, fostering partnerships with industry leaders and start-ups, and building interdisciplinary collaborations.



Upper Peninsula Cybersecurity Institute

AEROSPACE AND DEFENSE

Detroit Arsenal (Warren): The Arsenal operates as an active-duty military installation, and includes the U.S. Army's Ground Vehicles Systems Center as the U.S. Armed Forces' R&D facility for advanced technology ground vehicle systems to focus on areas of autonomous systems, cyber engineering, and software integration.

National All-Domain Warfighting Center (Gaylord and Alpena): A training site for entities across the Department of Defense, including access to land, air, maritime, cyber, and space. The site hosted the 2025 Uncrewed Triple Challenge with national and international teams competing with unmanned, autonomous technologies across water, air, and land.


Detroit Arsenal

Innovation Across MICHIGAN

1. Advanced Digital Drone Operations Hub
2. Gerald R. Ford Airport's Ford Launchpad for Innovation Technology and Entrepreneurship
3. Great Lakes Research Center
4. Traverse City Freshwater Research Innovation Center
5. Upper Peninsula Cybersecurity Institute
6. Blue Dot Initiative
7. Detroit Arsenal
8. National All-Domain Warfighting Center
9. Ann Arbor-Detroit Innovation Corridor
10. Michigan Central Innovation District

Note: This is just a sample of Michigan's innovation assets, not a comprehensive list.

ANN ARBOR-DETROIT INNOVATION CORRIDOR

The Ann Arbor-Detroit Innovation Corridor is a collaborative effort launched by the Detroit Regional Chamber and the University of Michigan to foster innovation, technological advancement, and economic growth from Ann Arbor to Detroit and transform the Detroit Region into a national leader in technology and economic development.

American Center for Mobility (ACM)
(Ypsilanti Twp.)

Bedrock Life Science Innovation Building
(Detroit)

Mcity
(Ann Arbor)

M-Air Corridor
(Ann Arbor to Detroit)

Michigan Central and New Lab
(Detroit)

Wayne State University and TechTown
(Detroit)

University of Michigan Center for Innovation
(Detroit)

Henry Ford Health + Michigan State University Science Center
(Detroit)

Explore the Innovation Corridor

Michigan Central Innovation District: A New Tech Hub

NEWLAB AT MICHIGAN CENTRAL

The Innovation District is home to over 100 member companies and 675 individual members representing the mobility, transportation, logistics, and climate tech sectors.

A $740 million
investment from Ford Motor Company for

A 30-acre campus
that is expected to create

5,000 jobs
and generate

$370 million
in tax revenue over the next 35 years.

GEM GLOBAL EPICENTER OF MOBILITY
REVOLUTIONIZING THE DETROIT REGION

Global Epicenter of Mobility (GEM) Launched Road to 2030 Initiative

In partnership with S&P Global Mobility, the Detroit Regional Partnership's GEM has identified high-growth mobility technologies that will leverage the state's legacy automotive industry. The Road to 2030 Initiative aims to provide data and insights to help identify growth and expansion opportunities, support entrepreneurship, and prepare talent for future needs, all while strengthening the Detroit Region and state's leadership in the mobility sector.

Explore the Road to 2030 and future releases at gemdetroitregion.com

7

advanced mobility technologies to help accelerate the mobility future, including:

Assembly Automation
Electric Motors
Hydrogen Fuel Cell Systems
Propulsion Batteries
Power Electronics and Integration
Thermal Efficiency Systems
Software-defined Vehicles, Cybersecurity, & OTA

MICHAUTO

PROMOTE • RETAIN • GROW

As Michigan's only automotive, mobility, and technology cluster association, MichAuto provides a platform for industry leaders and stakeholders to engage in advocacy, build awareness, increase access to talent, and foster next-generation mobility.

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ABOUT THE COVER ARTIST

The artwork featured on this publication's cover was created by student illustrator **Courtney Melvin** in partnership with

Washtenaw Community College