

# JAMA IN AMERICA: PARTNERSHIP PEOPLE PROGRESS

2023 IMPACT REPORT

For over 40 years, Japanese-brand automakers have called the United States home. Starting with the very first Japanese-brand vehicle produced on U.S. soil back in 1982 (the Honda Accord) to now, when automakers are rapidly innovating and changing how we all view mobility. Through all of this, Japanese-brand automakers have not only shown an ability to produce high-quality vehicles for U.S. consumers, but also demonstrated a tremendous commitment to the communities that they serve and the people in them.

With record high cumulative manufacturing investment and renewed efforts to produce sought-after vehicles that fit every need, 2022

was an exciting year for Japanese-brand automakers. As the industry is rapidly evolving, this past year has also been as much about preparing for the future. With 50 vehicle models designed and/or developed in the U.S. and many more on the way, Japanese-brand automakers are up for the challenge. In fact, the legacy of Japanese-brand automakers is one of innovation and progress that spans decades and is core to their success over the years.

JAMA in America: Partnership, People, and Progress is a celebration of every facet of Japanese-brand automakers’ dynamic impact in the U.S. both on the factory floor and beyond.



“the legacy of Japanese-brand automakers is one of **innovation** and **progress** that spans decades”

JAMA Members’ U.S. Economic Impact	1
History of Manufacturing Excellence in America	5
Partnership	7
Spotlight: Member Milestones	11
People	13
Spotlight: Electrification	17
Progress	21
JAMA Members’ Production, Employment & Investment in the U.S.	25



\*Source: Dr. Thomas Prusa  
Rutgers University

**2.2+ MILLION  
U.S. JOBS  
SUPPORTED\***

OVER  
**900,000** SPIN-OFF  
JOBS

OVER  
**910,000** INTERMEDIATE  
JOBS

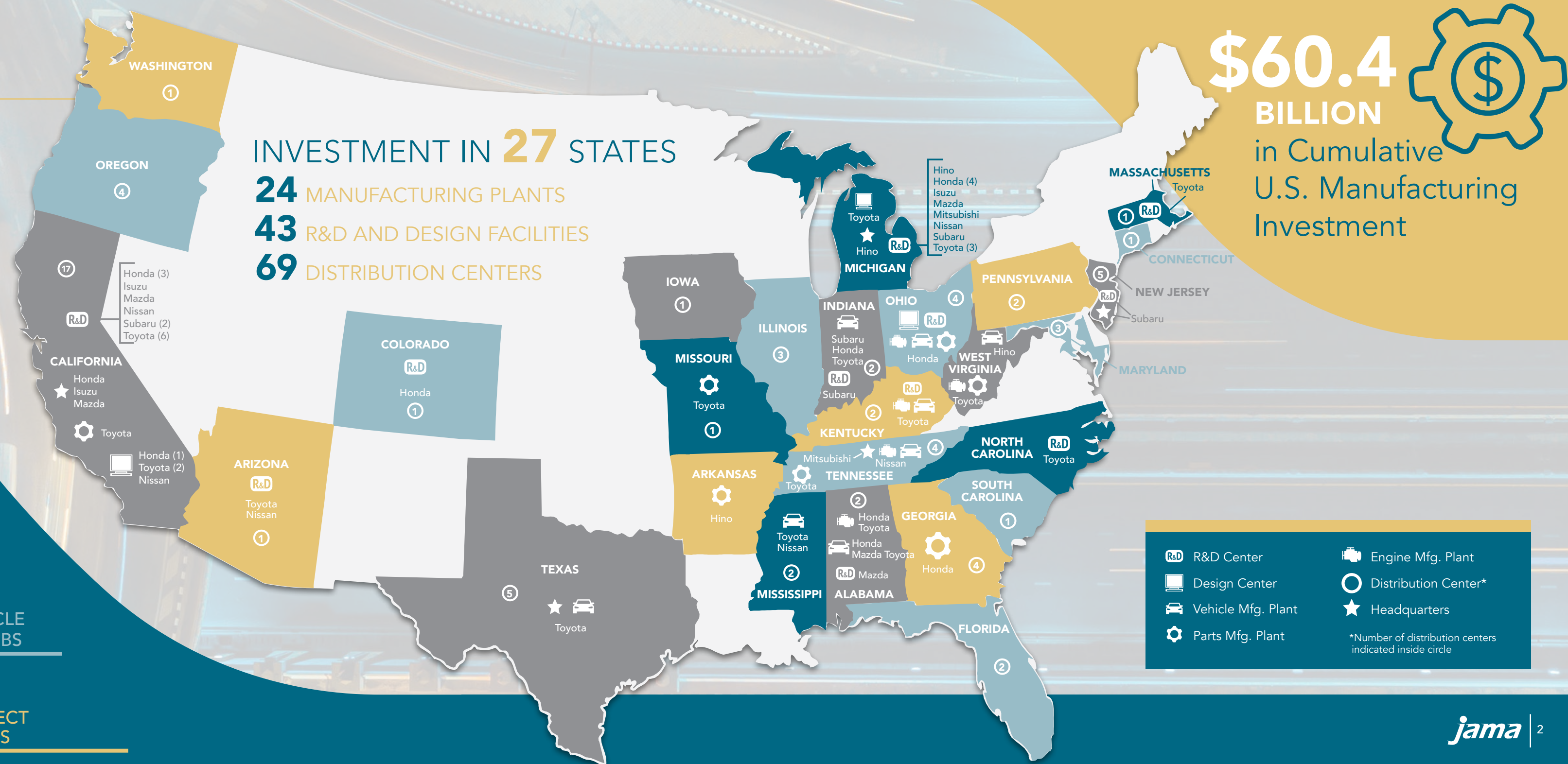
**372,449** NEW VEHICLE  
DEALER JOBS

**107,338** DIRECT JOBS

## 24 MANUFACTURING PLANTS

## 43 R&D AND DESIGN FACILITIES

## 69 DISTRIBUTION CENTERS



# JAMA MEMBERS' U.S. ECONOMIC IMPACT

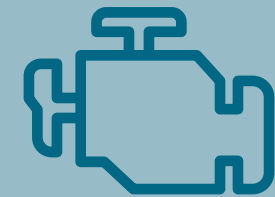


In 2022 more than

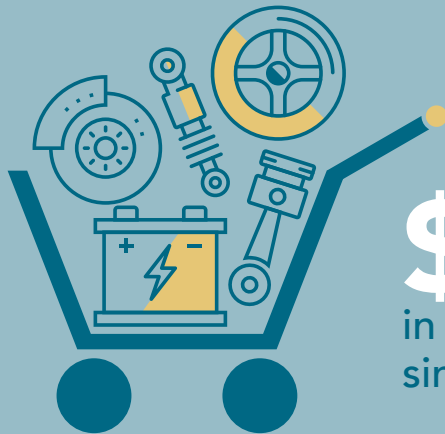
**2.8** MILLION vehicles



&



**3.2** MILLION engines built



**\$1.4** TRILLION in U.S. parts purchased since 1986



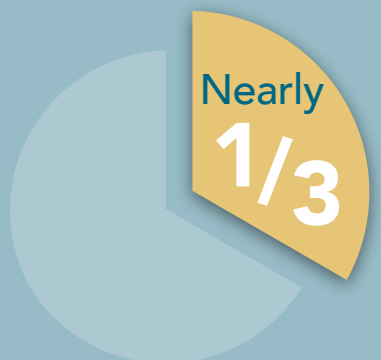
**50**

Models designed or developed in the U.S.

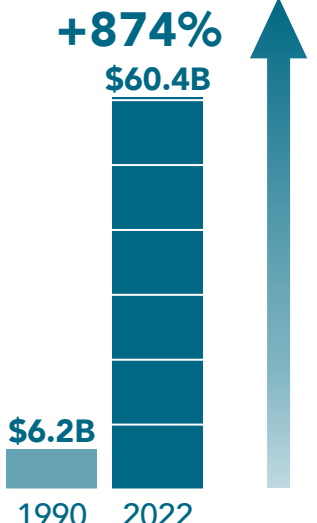


**299,684**

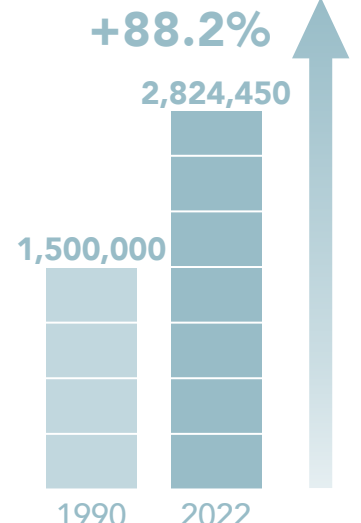
Vehicles exported from Japanese-brand auto plants in the U.S. in 2022



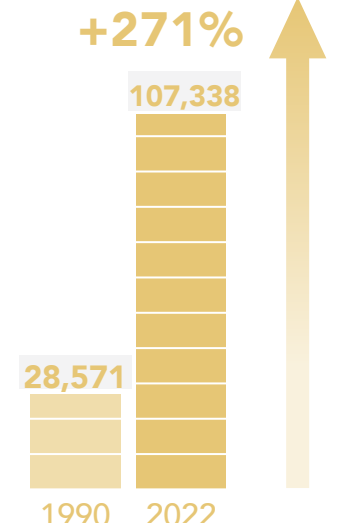
CUMULATIVE MANUFACTURING INVESTMENT (USD)



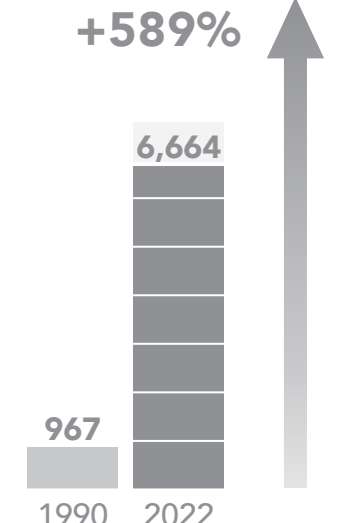
AUTOMOTIVE PRODUCTION (UNITS)



DIRECT EMPLOYMENT



R&D/DESIGN EMPLOYMENT





# MORE THAN 40 YEARS OF MANUFACTURING EXCELLENCE IN AMERICA

1982

**Honda** Vehicle Plant in Marysville, Ohio

1983

**Nissan** Vehicle Plant in Smyrna, Tennessee

1985

**Honda** Engine Plant in Anna, Ohio

1988

**Toyota** Vehicle Plant in Georgetown, Kentucky

1989

**Subaru** Vehicle Plant in Lafayette, Indiana

**Honda** Vehicle Plant in East Liberty, Ohio

**Toyota** Engine Plant in Georgetown, Kentucky

1996

**Honda** Transmission Plant in Russells Point, Ohio

1997

**Nissan** Engine Plant in Decherd, Tennessee

1999

**Toyota** Vehicle Plant in Princeton, Indiana

2003

**Toyota** Engine Plant in Huntsville, Alabama

**Nissan** Vehicle Plant in Canton, Mississippi

2006

**Toyota** Vehicle Plant in San Antonio, Texas

**Honda** Transmission Plant in Tallapoosa, Georgia

2007

**Hino** Vehicle Plant in Williamstown, West Virginia

2008

**Honda** Vehicle Plant in Greensburg, Indiana

2011

**Toyota** Vehicle Plant in Blue Springs, Mississippi

2015

**Toyota** Lexus Production Launch in Georgetown, Kentucky

2016

**Honda** Performance Manufacturing Center in Marysville, Ohio

2019

**Hino** Vehicle Plant Relocates to Mineral Wells, West Virginia

2021

**Mazda Toyota** Vehicle Plant in Huntsville, Alabama

2025

**Toyota** Battery Plant in Greensboro-Randolph, North Carolina

**Honda-LG Energy Solutions** Joint Venture Battery Plant in Fayette County, Ohio



MAZDA-TOYOTA



HONDA



SUBARU



TOYOTA



HINO



NISSAN



# PARTNERSHIP

Partnership can mean a lot of things depending on the perspective. But there is no denying that Japanese-brand automakers have taken the meaning of this term to heart. It is also fitting that in so many ways the story of Japanese-brand automakers' increased presence and partnerships with and within their local communities also directly reflects the growing strength of the bilateral relationship between the United States and Japan as friends, allies, and partners. From strength-to-strength, JAMA members and their community-level partnerships throughout the United States are part of this greater narrative.



# PARTNERSHIP

When examining the impact of Japanese-brand automakers in the U.S. it's natural to simply focus on the total investment figures and number of vehicles manufactured, which currently amounts to more than \$60 billion in cumulative manufacturing investment and nearly 100 million vehicles produced respectively. Many of these vehicles are then sold across the U.S. through a dealership network that spans every state and touches hundreds if not thousands of communities. This impact is undeniable. However, Japanese-brand automakers have long recognized that being successful in the United States requires more than an increase of investments year over year.

Success also means forging meaningful partnerships within the communities where they operate, which is what Japanese-brand automakers have fully embraced. The partnerships that JAMA members have with communities extend to nearly every level of operations and across many different local initiatives and organizations, economic development boards, local schools, national and international philanthropic organizations, health groups and so many more. These partnerships are what truly make Japanese-brand automakers part of the fabric of their communities, and those outlined here are just a small sampling of the incredible work they contribute to year in and year out.

The future of Japanese-brand automakers is electrified. With such a unique and exciting challenge ahead, some new partnerships have been announced. One that is having a tremendous impact at the local level is in Randolph County, North Carolina where **Toyota** has already broken ground



SUBARU

on a new battery production facility, which is set to begin full operations in 2025. As part of their commitment to the area Toyota has donated \$1 million to a number of local organizations to demonstrate their commitment to the community. These funds will help youth in Randolph County receive better access to Science, Technology, Engineering, Arts and Mathematics (STEAM) education as well as core educational tools to ensure that students are receiving a high-quality education. This is a tremendous example of how a relatively new partnership is already leading to tangible benefits for individuals in a community.

The shift to electrified vehicles and enhanced focus on decarbonization is part of a larger recognition that there is a need for individuals and companies to work harder to care for our natural environment. This dedication to environmental stewardship has nurtured a number of impactful partnerships across the country. One particularly outstanding example is the longstanding relationship between the National Parks Foundation and **Subaru**. Over the years, Subaru has provided critical support to more than 400 National Parks in an effort to preserve important historical sites that tell the story of our nation, protect threatened species and habitats, and conduct outreach and education programs in local communities. Many Japanese-brand automakers also share the belief that this kind of stewardship is important in preserving our natural shared environment.

Education is a common theme for Japanese-brand automakers as they work tirelessly with community partners to address education gaps from kindergarten all the way up through high school and college. For instance, **Honda** has been a longtime supporter and partner of Historically Black Colleges and Universities (HBCUs) through their support of the Campus



HONDA

All-Star Challenge, the Battle of the Bands, the United Negro College Fund, and the Thurgood Marshall Scholarship. The **Mazda** Foundation also works with its partners in the community to address educational needs and has teamed up with the Robotics Education and Competition (REC) Foundation to support educators with the development of competition, education, and workforce readiness programs to increase student engagement in science, technology, engineering, math, and computer science. Specifically, the Mazda Foundation's work helped REC set up the Factory Automation Competition in Huntsville, Alabama. This classroom-based competition asks students to design, build, and program a manufacturing workcell.

Partnerships are also about providing essential services to communities. **Mitsubishi Motors'** work with the Charis Health Center was part of the company's Community Utility Vehicle (CUV) Program which is part of the larger "Small Batch Big Impact" campaign. This initiative helps to illustrate how small, localized efforts can lead to a significant impact. Through the donation of an Outlander CUV the health center was able to travel nearly 15,000 miles and reach nearly 3,000 families to deliver essential COVID and flu vaccines.



MITSUBISHI MOTORS



NISSAN

Finally, it is worth noting that these partnerships are often the product of years of collaboration as is the case with **Nissan** and Habitat for Humanity. While Nissan has participated in a number of home builds over the course of their 18-year partnership, they recently deepened their commitment with an \$800,000 donation. Julie Laird Davis, Vice President of Corporate and Cause Marketing Partnerships at Habitat for Humanity International said of their long relationship, "The broad support Nissan has provided over the years – from financial contributions to product donations – has played a significant role in our efforts to build homes alongside families and create thriving communities. We are proud to partner with Nissan and look forward to helping even more families build affordable and sustainable housing around the world."



# SPOTLIGHT: MEMBER MILESTONES





# PEOPLE

Through manufacturing, R&D, design, and distribution investments across 27 states; auto industry and high-tech sector partnerships, collaboration with academic/research institutions and U.S. government agencies; workforce development/science, technology, engineering, arts, and mathematics (STEAM) education programs, and extensive community engagement JAMA members have continued to demonstrate their commitment to the U.S. auto industry and the American people.





## HONDA

Working with the Center of Science and Industry (COSI), a nationally recognized science museum in Columbus, Ohio, Honda has launched the Honda Engineering Roadshow, which aims to distribute 20,000 science, technology, engineering, arts, and mathematics (STEAM) "Learning Lunchbox" kits to students from K-8th grade. The initiative aims to support STEAM education nationally particularly for at-risk kids in partnership with local food banks to "help feed hungry lives and hungry minds."



## MAZDA

The Mazda Foundation supports AVID (Advancement Via Individual Determination) a nonprofit organization that helps schools adopt a more equitable student-centered approach and looks to close the education opportunity gap. More than 7,500 schools rely on AVID to support more than 2 million students every year by preparing them for college and professional success.



## MITSUBISHI MOTORS

In 2021, Mitsubishi Motors partnered with military veterans' charity Record the Journey to contest the Rebelle Rally for a third consecutive year. Driving a lightly modified 2022 Outlander for more than 2,000km, Team Record the Journey worked to highlight the challenges military veterans face when returning from active duty. Mitsubishi Motors is incredibly proud to have supported these brave and strong women navigate the rough terrain of the Nevada and California deserts.



## NISSAN

As part of Ambition 2030, Nissan is making a tremendous investment in its Mississippi workforce as part of the company's effort to deliver exciting, electrified vehicles and technological innovations. The \$500 million investment will transform the Canton, MS assembly plant to build all-new Nissan and Infiniti EV models starting in 2025, and also supports retraining and upskilling nearly 2,000 jobs.



## SUBARU

The Subaru of Indiana (SIA) Foundation is committed to supporting institutions that improve the quality of life and help meet the needs of the residents of the state of Indiana. In fall 2022, the SIA Foundation awarded over \$100,000 to 11 different Indiana nonprofits addressing a number of issues affecting the people of Indiana ranging from homelessness to science, technology, engineering and math education to food insecurity.



## TOYOTA

This past year Toyota's Product Cybersecurity Group (PCG) participated in the CyberAuto Challenge; a workforce training event designed to kick-start student interest in automotive cybersecurity. The CyberAuto Challenge teams up high school, college, and post-graduate students with industry professionals to learn about automotive cybersecurity.



# SPOTLIGHT: ELECTRIFICATION

After introducing electrified vehicles to the mass market nearly twenty-five years ago through conventional hybrid technology, Japanese-brand automakers' options for consumers have expanded significantly. Now, U.S. consumers can consider a variety of electrified vehicle choices including conventional hybrids, various plug-in hybrid electric vehicles (PHEV) and increasingly battery electric vehicles (BEV) and a hydrogen fuel cell electric vehicle (FCEV). By 2030, JAMA members are planning to bring over 100 different electrified models to market. **Japanese-brand automakers are committed to a more electrified future and are working to offer every consumer the electrified vehicle choice that best fits their lifestyle and needs.**



**Mitsubishi iMiEV**  
100,00<sup>th</sup> EV Sold  
in the US 2013



**Nissan LEAF**  
December  
2010



**Honda Insight**  
December  
1999



**Toyota Prius**  
July 2000



**Hino h195b**  
Hybrid Truck  
2012

Japanese-brand  
automakers represent

**OVER 50%**

of all electrified  
vehicles on the road  
in the U.S

Japanese-brand automakers are planning to leverage their experience in the fast-evolving electrified vehicle space to expand BEV production in the United States. Over a decade ago, **Nissan** established lithium-ion battery production in Tennessee to prepare for the U.S. production launch of the LEAF, the world's first mass market BEV, in 2013, and is continuing preparations for the production of two, new BEVs in Mississippi by 2025. As the BEV market grows in the U.S., both **Toyota** and **Honda** have increased their focus on battery and BEV production investments. Toyota tripled its initial investment in the lithium battery manufacturing facility in North Carolina, which will produce batteries for conventional hybrids and BEVs, and is steadily moving forward to its expected opening in 2025 when BEV production is also scheduled to begin in the U.S. In addition to its partnership with GM and its joint venture for battery production with LG, Honda announced in 2022 that it will invest in retooling several of its existing auto and powertrain plants to establish a new 'EV Hub' in Ohio in order to prepare for BEV production in 2026. In addition to Japanese-brand automakers' investments in electrified vehicle production having an economic impact in the communities and states where they are located, they are also contributing to U.S economic competitiveness in the broader, global transition to electrified vehicles.

“ Japanese-brand automakers' investments in electrified vehicle production will have a profound economic impact in the communities and states where they are located. And these facilities are also contributing to U.S economic competitiveness in the broader, global transition to electrified vehicles. ”

**2 All-new  
All-electric**  
manufactured at Canton in 2025





# AN ELECTRIFIED PAST, PRESENT, AND FUTURE...

Japanese-brand automakers remain committed to a more electrified future and are working to give every consumer the electrified vehicle choice that best fits their lifestyle and needs.



HONDA CR-V (HEV)



HONDA PROLOGUE (BEV)



LEXUS RZ450E (BEV)



MAZDA MX-30 (BEV)



MITSUBISHI OUTLANDER (PHEV)



NISSAN ARIYA (BEV)



NISSAN LEAF (BEV)



SUBARU SOLTERRA (BEV)



TOYOTA BZ4X (BEV)



TOYOTA MIRAI (FCEV)



HINO M5e (BEV)





# PROGRESS

Japanese-brand automakers pursue progress with unwavering grit and a collaborative spirit of partnership. They recognize and embrace that progress means playing the long game, where advancing forward can be incremental, and also being ready for revolutionary advancements. Japanese-brand automakers focus on constantly delivering more to its U.S. workers, consumers and communities they serve, which in turn has outsize impacts on the larger U.S. economy, society and automotive industry. The drive to push forward is instilled in everything they do including the use of innovative tools to design future mobility options, advancing the consumer experience, the implementation of new carbon reduction efficiencies across facilities and operations, and their enduring commitment to supporting community partners.





Engineers and designers at **Honda** are pushing the innovation envelope. Through its VR Design Studios in Los Angeles, Honda is leveraging advanced virtual reality and mixed reality technology to develop the next line of innovative Honda vehicles. Virtual reality has become a fundamental tool for Honda in developing EVs and other mobility products. In fact, the 2024 Prologue is Honda's first model designed largely using this technology.



**Mitsubishi Motors** introduces a whole new way to test drive by launching the world's first 3-D virtual experience for potential customers in collaboration with ZeroLight, a cloud-based visualization platform. This new technology allows customers to try out the 2023 Outlander Plug-In Hybrid using a realistic visualization platform to illustrate the experience of driving through a lush mountain pass. The experience also provides the option of altering the color, trim, and accessories of the vehicle, which makes for a dynamic and personalized journey for the potential customer.



Demonstrating **Toyota's** strong commitment to sustainability, the Toyota Logistics Services (TLS) port facility in Long Beach, California is undergoing a transformation into a complex that reduces greenhouse gas emissions, aligned with LEED® standards. Since the TLS facility is the largest of Toyota's three main ports for North America and the Long Beach port complexes have some of the worst air quality nationwide, this initiative reflects Toyota's commitment to improve its impact on the environment and the health of the communities it serves.



**Nissan** and the Tennessee Department of Transportation recently tested AI driving technology with the CIRCLES Consortium which consists of: Vanderbilt University, UC Berkeley, Temple University and Rutgers University-Camden. The experiment's findings indicated a single AI-equipped vehicle influenced the speed and driving behavior of up to 20 surrounding cars, causing a positive ripple effect to help smooth human-caused traffic congestion.



**Subaru's** leadership in environmental stewardship continues to be a model for companies to emulate. Their commitment was on display when they announced Subaru, and its retailers diverted more than eight million pieces of hard-to-recycle trash from landfills across the country through its Subaru Loves the Earth initiative. Throughout the year, the automaker works with TerraCycle® to offer recycling solutions at over 600 participating Subaru retailer locations nationwide to help transform trash into products that benefit communities.



**A**t the heart of the pursuit of progress are the people that power it. Japanese-brand automakers are made up of a multitude of people and teams that build on yesterday's effort and plan for follow-through on tomorrow's success. These automakers celebrate and encourage diversity of thought and individual initiative and channel this into outcomes that are good for all. Progress is also not taken for granted. That is why we celebrate and honor their milestones- millions of vehicles produced, consistent support for various causes and community organizations, as well as new initiatives. Japanese-brand automakers continue to use their decades of experience in the United States to strive to find new opportunities to lead, grow and give back.



JAMA MEMBERS’ PRODUCTION, EMPLOYMENT & INVESTMENT IN THE U.S.

Total Vehicles Produced in 2022	Total Engines Produced in 2022	Total Manufacturing Employees in 2022	Total Cumulative Manufacturing Investment
2,824,450	3,294,325	72,834	\$60.4 BILLION

COMPANY		LOCATION	PRODUCTS	UNITS PRODUCED IN 2021	EMPLOYEES	TOTAL INVESTMENT (\$ MILLION)
HINO	Hino Motors Manufacturing U.S.A., Inc.	Marion, AR	Differential, Rear Axle & Suspension	401,543	1,096	\$585
			Related parts for Toyota vehicles			
		Mineral Wells, WV	L series, XL series (class 6, 7, & 8 Vehicles)	5,411	377	
HONDA	Honda of America Manufacturing, Inc.	Marysville, OH	Accord, Accord hybrid, Acura Integra, Acrua TLX, Acura TLX Type S	260,214	3,600	\$5,400
		Marysville, OH	Acura NSX Type S, PMC Edition Acura TLX Type S	416	100	\$70
		East Liberty, OH	CR-V, CR-V hybrid, Acura MDX, Acura RDX	155,749	2,900	\$1,900
		Anna, OH	4-cyl. and V-6 Engines	711,573	2,600	\$2,900
	Honda Transmission Mfg. of America, Inc.	Russels Point, OH	Automatic Transmissions	569,329	1,000	\$1,100
			Gearsets	1,057,079		
			4WD Systems	261,582		
			4WD Transfers	262,159		
	Honda Manufacturing of Alabama, LLC	Lincoln, AL	Odyssey, Passport, Pilot, Ridgeline	270,106	4,500	\$3,040
			V-6 Engines	270,949		
	Honda Precision Parts of Georgia, LLC	Tallapoosa, GA	V-6 Transmissions	198,490	400	\$485
	Honda Manufacturing of Indiana, LLC	Greensburg, IN	CR-V, CR-V hybrid, Civic	145,423	2,500	\$1,300

	COMPANY	LOCATION	PRODUCTS	UNITS PRODUCED IN 2021	EMPLOYEES	TOTAL INVESTMENT (\$ MILLION)
MAZDA TOYOTA	Mazda Toyota Manufacturing, US, Inc (MTMUS)	Huntsville, AL	Mazda CX-50, Toyota Corolla Cross	105,626	4,108	\$2,311
NISSAN	Nissan Smyrna Vehicle Assembly Plant	Smyrna, TN	LEAF, Maxima, Murano, Pathfinder, Rogue,Infiniti QX60	292,670	7,400	\$8,300
	Nissan Decherd Powertrain Plant	Decherd, TN	Engines	600,763	2,100	\$1,500
	Infiniti Decherd Powertrain Plant	Decherd, TN	Engines		270	\$339
	Nissan Canton Vehicle Assembly Plant	Canton, MS	Altima, Frontier, Titan	246,080	4,900	\$4,000
SUBARU	Subaru of Indiana Automotive, Inc.	Lafayette, IN	Ascent, Impreza, Legacy,Outback	286,266	6,215	2,494
TOYOTA	TABC Inc. (TABC)	Long Beach, CA	Sub-assemblies	816,064	278	\$499
			Stamping parts	8,247,929		
			Front arms	151,097		
	Toyota Motor Manufacturing Kentucky, Inc. (TMMK)	Georgetown, KY	Camry, Camry HEV, Avalon, Avalon HEV, Lexus ES & Lexus ES HEV, RAV4, RAV4 HEV	445,306	9,424	\$8,067
			Engines	576,317		
	Toyota Motor Manufacturing Missouri, Inc. (TMMMO)	Troy, MO (TMMMO)	Cylinder heads	2,101,128	409	\$1,018
		Jackson, TN (TMMTN)	Engine blocks, Transmission	2,382,310	935	
			Transmission Case & Housing			
	Toyota Motor Manufacturing, West Virginia, Inc. (TMMWV)	Buffalo, WV	Engines	470,528	2,072	\$1,512
			Transmissions	398,459		
			Transaxles	163,526		
	Toyota Motor Manufacturing, Indiana, Inc. (TMMI)	Princeton, IN	Sienna HEV, Highlander, Highlander Hybrid	351,473	7,769	\$6,744
	Toyota Motor Manufacturing, Alabama, Inc. (TMMAL)	Huntsville, AL	Engines	664,195	1,874	\$1,316
	Toyota Motor Manufacturing, Texas, Inc. (TMMTX)	San Antonio, TX	Tundra, Tundra HEV, Sequoia HEV	126,191	3,747	\$3,976
	Toyota Motor Manufacturing, Mississippi, Inc. (TMMMS)	Blue Springs, MS	Corolla	132,676	2,260	\$1,557





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