

For Immediate Release
March 18, 2026 (revised April 29)

Contact: Tess Cohen Dumani
tochendumani@theheraldgroup.com

JAMA in America: New Data Highlights Banner Year of Investment and Job Creation by Japanese-Brand Automakers in the U.S.

Japanese-Brand Automakers' Cumulative U.S. Manufacturing Investment Surpasses \$70 Billion

Washington, D.C. – Japanese-brand automakers have continued to contribute significantly to the U.S. economy through decades of foreign direct investment (FDI) in American manufacturing. These investments are critical to strengthening local communities, supporting the workforce of the future, and driving automotive innovation. The continued presence and expansion of Japanese-brand automakers in the United States also reflects the strength of the U.S.-Japan economic partnership and the shared commitment of both nations to long-term economic growth, sustainability, and innovation.

In 2025, Japanese-brand automakers’ cumulative manufacturing investment reached a record \$70 billion. Their U.S. presence spans 26 manufacturing plants, 41 research and development facilities, and 65 distribution centers across 27 states. With production topping 3.1 million vehicles, Japanese-brand automakers represent nearly one-third of all vehicles produced in the U.S. last year. This, of course, was made possible with the over 108,000 American workers across all of JAMA members’ operations. Taken together, these investments reflect the ongoing commitment of Japanese-brand automakers to the U.S. automotive industry, to innovation, and to the communities where they operate.

	2025
Cumulative U.S. Manufacturing Investment (USD)	\$70.1 B
Vehicle Production in the U.S. (units)	3,112,738
Engine Production in the U.S. (units)	4,182,789
Exports from U.S. Plants (units)	258,614

Number of U.S. Employees

Manufacturing	77,699
R&D and Design	8,163
Headquarters, Sales, & Others	23,108
Total Direct U.S. Employment	108,970

“As a result of over 40+ years of steadily increasing foreign direct investment in American manufacturing, Japanese-brand automakers have become integral to not just the U.S. automotive industry but to the U.S. economy,” said **Anita Rajan, General Director of JAMA USA**. “With over \$70 billion invested in U.S. manufacturing and billions more supporting research and development, these automakers work tirelessly

to support the American automotive sector and the workers and communities who keep it going while providing American consumers with high-quality, reliable and affordable vehicles.”

###

The Japan Automobile Manufacturers Association, Inc. (JAMA) is a non-profit industry association that comprises Japan's fourteen manufacturers of passenger cars, trucks, buses, and motorcycles. The JAMA USA office is located in Washington, D.C.

To learn more about the Japan Automobile Manufacturers Association (JAMA) USA, follow us on X [@JapanAutosUSA](#), [LinkedIn](#), or visit JAMAINAmerica.org.