2026 IMPACT REPORT

POWERING AMERICA'S AUTOMOTIVE INDUSTRY

jama
Japan Automobile Manufacturers Association

WELCOME

to the Japan Automobile Manufacturers Association USA 2026 Impact Report!

Japanese-brand automakers once again reached new heights in the past year, as they propelled cumulative manufacturing investment to over $70 billion and produced over 3.1 million vehicles and over 4.1 million engines. Toyota ushered in a new era of manufacturing activity with the opening of their massive battery manufacturing facility in North Carolina. Honda is anticipated to add to U.S. battery manufacturing capacity with this year's opening of the L-H Battery Company, a manufacturing joint venture with LG Energy Solution, in Ohio, where U.S. vehicle manufacturing first launched in 1982. And with an October 1, 2025, groundbreaking in South Carolina, Isuzu is preparing to continue JAMA members' U.S. manufacturing legacy as they work toward a 2027 opening of a medium-duty vehicle manufacturing plant.

These kinds of automotive manufacturing investments have profound effects on a community. They can be transformative. The variety of jobs supported by JAMA members' U.S. manufacturing and supporting operations' investments is impressive. In an updated study, economist Dr. Thomas J. Prusa notes that Japanese-brand automakers' U.S. employment and their dealer networks' U.S investments support over 2.3 million U.S. jobs. This is an all-time high since this study was first conducted over a decade ago.

Accompanying decades of U.S. manufacturing are decades of dedication to research, development and design (RD&D). Today, Japanese-brand automakers operate 41 research and development facilities across the U.S. with a cumulative research and development investment of over $4.7 billion since 1977. In 2025, 52 vehicle models were developed or designed in the U.S. with experts in the fields of mechanical and chemical engineering, materials sciences, robotics, etc. leading and guiding these efforts. In the area of vehicle electrification alone, JAMA members have increased their cumulative investment to over $32 billion since 2017.

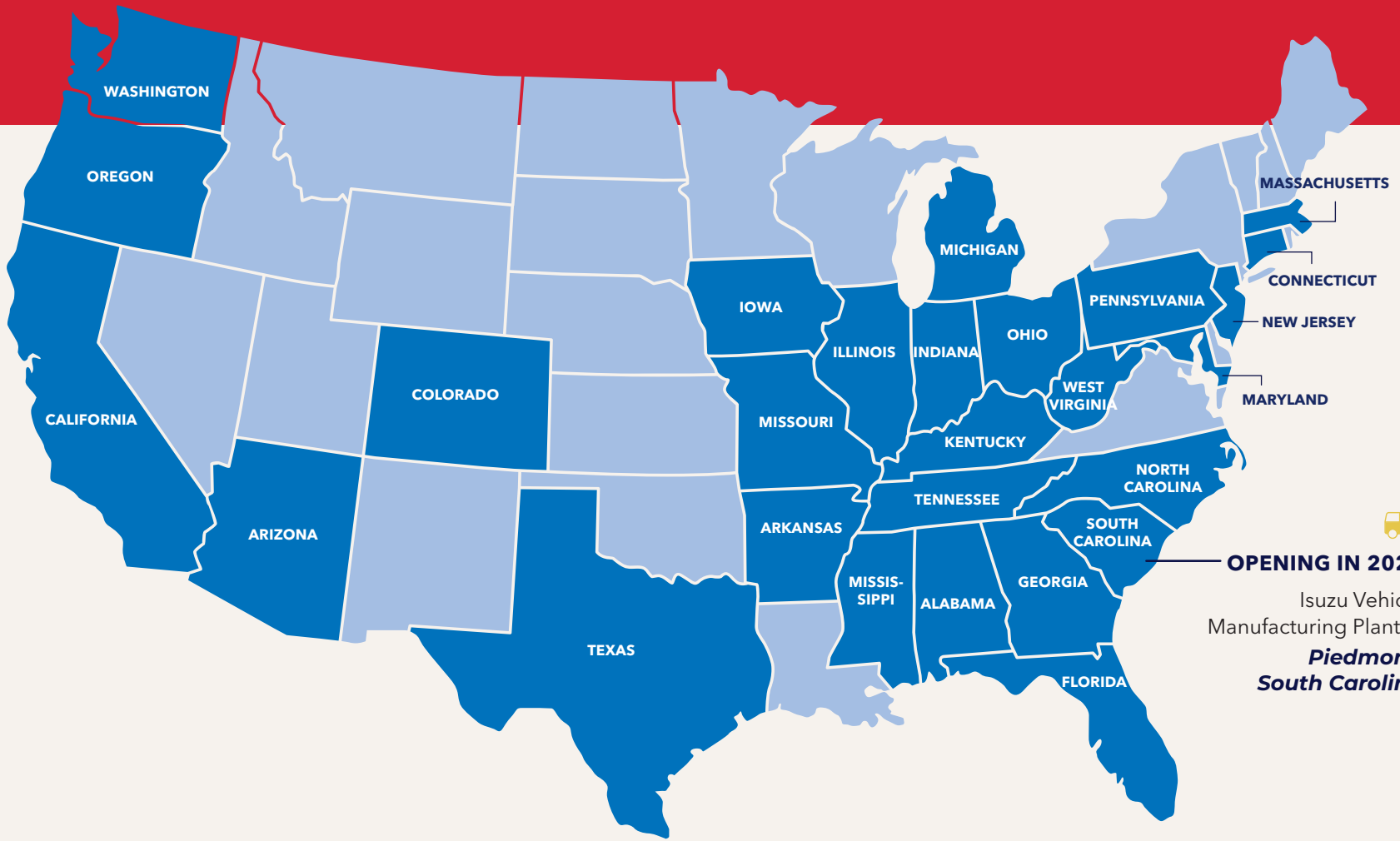
JAMA members' U.S. investments in turn provide job opportunities that become life-long careers. Japanese-brand automakers work with universities, community and technical colleges, high schools, middle schools and even elementary schools as well as educational organizations to help shape the future U.S. automotive workforce. This employer-led engagement comes in a variety of forms as discussed by workforce development experts in a white paper published last year. This sustained engagement has touched the lives of innumerable students and demonstrates that Japanese-brand automakers are true leaders in developing the U.S. workforce.

Additionally, JAMA members' broad-minded approach to investing in the U.S. includes a steadfast commitment to the communities where they operate and beyond. They not only provide their time, but they provide ongoing financial support to non-profit and community organizations that have local, regional, and national reach. This corporate giving each year builds upon the last so that deep partnerships are formed. In 2025, Japanese-brand automakers provided over $220 million in charitable contributions, totaling over $2 billion in cumulative charitable contributions since 1957.

While reflecting on an impactful 2025, JAMA USA is welcoming a very special year in which we are celebrating our 50th anniversary in Washington D.C. all while the U.S. celebrates its own 250th birthday. What better way to celebrate half a century than to recognize and honor the sheer magnitude of our members' U.S. investments and the impact they have on the U.S. economy, society and automotive industry! While we gear up to celebrate, we're already looking forward to the next 50 years as Japanese-brand automakers continue to power America's automotive industry.

Anita Rajan
General Director, JAMA USA

Investment
IN 27 STATES



OPENING IN 2027

Isuzu Vehicle Manufacturing Plant in ***Piedmont, South Carolina***

26
MANUFACTURING PLANTS

41
R&D AND DESIGN FACILITIES

65
DISTRIBUTION CENTERS

ALABAMA 1
- Mazda
- Mazda-Toyota
- Toyota
- Honda

ARIZONA 1
- Toyota
- Nissan

ARKANSAS
- Hino

CALIFORNIA 15
- Honda
- Isuzu
- Mazda
- Nissan
- Subaru
- Toyota

COLORADO 1
- Honda

CONNECTICUT 1

FLORIDA 2

GEORGIA 5
- Honda

ILLINOIS 2

INDIANA 2
- Subaru
- Honda
- Toyota

IOWA 1

KENTUCKY 1
- Toyota

MARYLAND 3

MASSACHUSETTS 1
- Toyota

MICHIGAN
- Hino
- Honda
- Isuzu
- Mazda
- Mitsubishi Motors
- Nissan
- Subaru
- Toyota

MISSISSIPPI 1
- Nissan
- Toyota

MISSOURI 1
- Toyota

NEW JERSEY 4
- Subaru

NORTH CAROLINA
- Toyota

OHIO 4
- Honda

OREGON 4

PENNSYLVANIA 2

SOUTH CAROLINA 1
- Isuzu

TENNESSEE 4
- Mitsubishi Motors
- Nissan
- Toyota

TEXAS 6
- Toyota

WASHINGTON 1

WEST VIRGINIA
- Hino
- Toyota

Vehicle Manufacturing Plant
Parts Manufacturing Plant
Engine Manufacturing Plant
Battery Manufacturing Plant
Headquarters
R&D Center
Design Center
Distribution Center*

All data in this release is as of December 31, 2025.
**Number of distribution centers indicated inside circle*

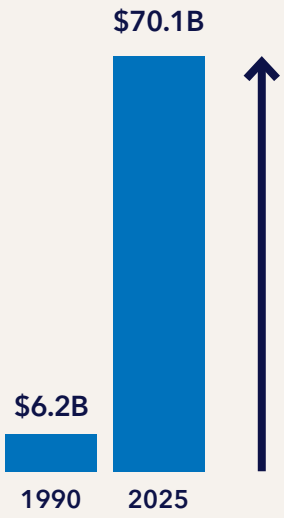
$70.1
BILLION
in Cumulative U.S. Manufacturing Investment

$4.7+
BILLION
in cumulative R&D capital investments since 1977

JAMA MEMBERS' U.S.
Economic Impact

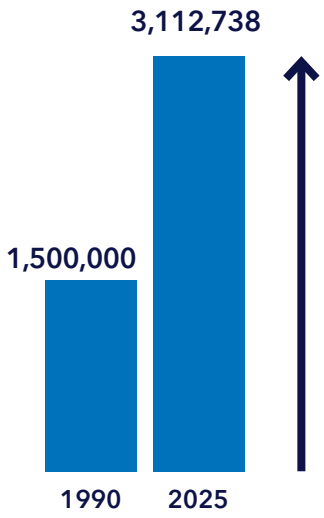
Cumulative Manufacturing Investment (USD)

+1026%



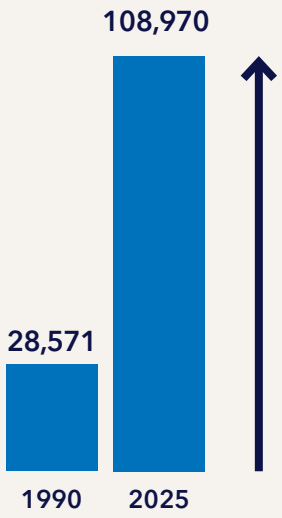
Vehicle Production (Units)

+108%



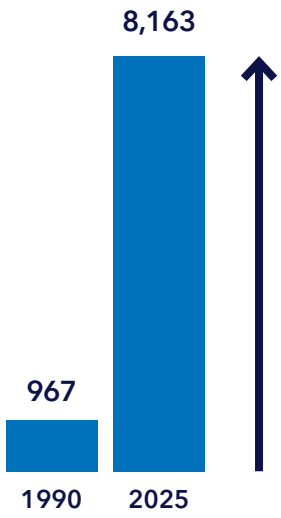
Direct Employment

+281%



R&D/Design Employment

+744%



3.1+

MILLION

vehicles produced
in 2025

4.1+

MILLION

engines built
in 2025

MORE THAN

100

MILLION

vehicles produced
since 1982

Nearly

1/3

of all vehicles produced in the U.S. are made by Japanese-brand automakers

52

models designed or
developed in the U.S.

$1.54

TRILLION

in U.S. parts purchased
since 1986

258,614

vehicles exported
from Japanese-brand auto
plants in the U.S. in 2025

75%

of vehicles sold in the U.S. are made in North America and

50%

of vehicles sold in the U.S.
are made in the U.S.

DECADES OF *Advancing U.S. Competitiveness*

1970s

1975 **Honda R&D** opens in Gardenia, California

1976 **JAMA USA** Opens in Washington, D.C.

1977 **Toyota R&D** opens in Ann Arbor, Michigan

1980s

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

Mazda R&D opens in Irvine, California

Nissan R&D opens in Farmington Hills, Michigan

1989 **Honda Vehicle Plant** in East Liberty, Ohio

Toyota Engine Plant in Georgetown, Kentucky

Subaru Vehicle Plant in Lafayette, Indiana

1990s

1993 **Toyota Parts Plant** in Troy, Missouri

1996 **Honda Transmission Plant** in Russells Point, Ohio

Mitsubishi Motors R&D opens in Ann Arbor, Michigan

1997 **Nissan Engine Plant** in Decherd, Tennessee

1998 **Toyota Engine Plant** in Buffalo, West Virginia

1999 **Toyota Vehicle Plant** in Princeton, Indiana

It's a story nearly 70 years in the making. Beginning in 1958 with the first sales operation, to today with 26 manufacturing facilities and 41 R&D and design centers across 27 states. Below is just a snapshot of the breadth our members' commitment to the U.S. The pages that follow highlight how far things have come and how promising the future looks.

2000s

2001 **Honda Vehicle and Engine Plant** in Lincoln, Alabama

2003 **Toyota Engine Plant** in Huntsville, Alabama

Nissan Vehicle Plant in Canton, Mississippi

2005 **Toyota Parts Plant** in Jackson, Tennessee

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

2010s

2011 **Toyota Vehicle Plant** in Blue Springs, Mississippi

2015 **Toyota Lexus Production Launch** in Georgetown, Kentucky

2019 **Hino Vehicle Plant Relocates** to Mineral Wells, West Virginia

2020s

2021 **Mazda-Toyota Vehicle Plant** in Huntsville, Alabama

2025 **Toyota Battery Plant** in Liberty, North Carolina

L-H Battery Company in Jeffersonville, Ohio

(LG Energy Solution - Honda Joint Venture Battery Plant)

Investing IN AMERICA

Investment can take many forms. And over the last 50+ years of being active participants in designing, developing, manufacturing, and selling vehicles in the U.S. market, Japanese-brand automakers have truly explored a myriad of ways to invest.

It comes in the dollars invested into new facilities, reinvested in existing facilities to retool and retrain, it comes in the charitable partnerships with local organizations to support the communities they call home, and it comes in the efforts to be responsible stewards of the environment. Every year, in ways both big and small, Japanese-brand automakers continue to demonstrate that they are Investing in America.

HONDA

Honda invests beyond the factory floor via a partnership with Carbon by Indigo. A program to help famers across the U.S. improve soil health and adopt regenerative agriculture, all while increasing profitability.

ISUZU

Isuzu celebrated the groundbreaking of its upcoming Piedmont, South Carolina, production facility. The $280 million investment will be a cutting-edge production hub for their medium-duty trucks and is set to open in 2027.

MITSUBISHI MOTORS

Mitsubishi Motors and City Auto recently donated two SUVs to Rutherford County Schools in Tennessee. The vehicles will be used in-school driver-training helping develop better, and safer, young drivers.

NISSAN

Nissan shows the Waku Waku (joy) in sustainability through its first Eco School pilot program in the U.S., where Jackson Public School students in Mississippi receive lessons on water, recycling and energy conservation.

TOYOTA

Toyota announces a new $1 billion commitment to their Georgetown, Kentucky facility as part a broader $10 billion commitment to their U.S. plants over the next 5 years.

AMERICAN-MADE Careers

In modern manufacturing, access to a reliable, well-rounded, and well-prepared workforce is a continuing challenge, and for decades now Japanese-brand automakers have been a part of the solution.

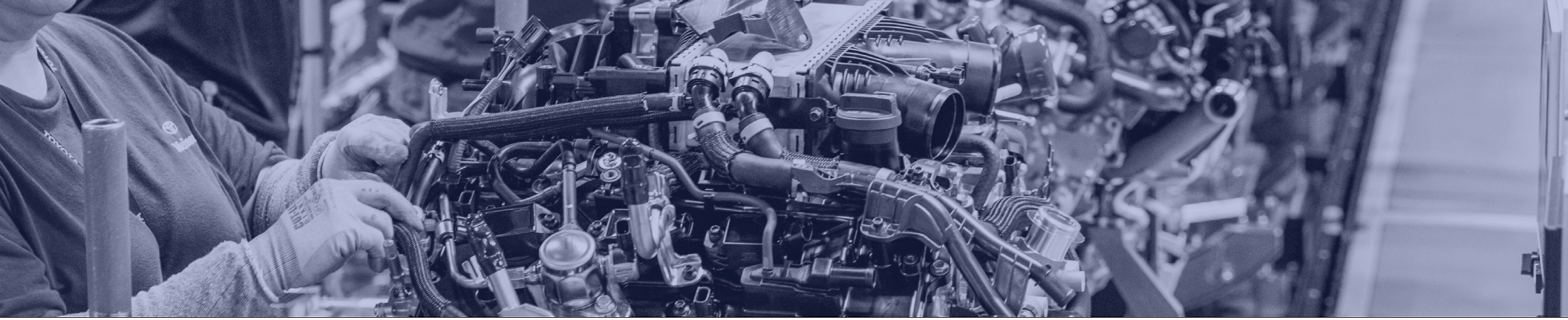
Whether it's support for their current workers to go back to school or going into local schools to help build excitement for STEM, Japanese-brand automakers have been leaders in developing the U.S. automotive workforce. Today, our members employ thousands of hard-working Americans, built on generations of effort, and Japanese-brand automakers are committed to ensuring many more get the opportunity for an America-Made Career.

HONDA

Honda and the Ohio State University launched a new undergraduate certificate program in spring of 2025 with the goal of building career-ready skills and driving interest in the automotive industry.

mazda

The Mazda Foundation continues their active and long-standing commitment to education empowerment for students in need through College Track, providing education and career guidance.



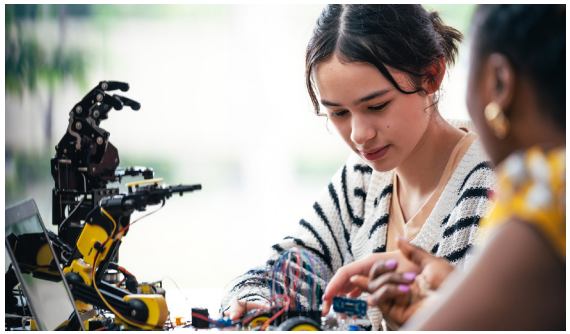
MAZDA TOYOTA MANUFACTURING

The “Leading Industry Growth by Helping Teachers” (LIGHT) program pairs industry-leading instruction with Northern Alabama schools to deliver work-ready talent and build careers.

NISSAN

Nissan and Tennessee’s Franklin County School district collaborate on a new dual enrollment program granting students work experience and college credit.

TOYOTA



Toyota brings its renowned Driving Possibilities program to Nevada with a $5.8 million grant to help support Clark County students prepare for the STEM jobs of today and tomorrow.

SPOTLIGHT

Supporting the U.S. Workforce

Japanese-brand automakers are workforce development leaders and massive job creators.

A 2025 white paper authored by experts from Opportunity America and the Progressive Policy Institute discuss how JAMA members' U.S. organizations offer successful models of employer engagement to develop the American workforce.

In a new update to a long-running report from Dr. Thomas J. Prusa at Rutgers University, Japanese-brand automakers' impact on the U.S. automotive industry and economy is abundantly clear. The direct employment of JAMA members' manufacturing and supporting operations, along with their dealer networks, support a record-high of over 2.3 million American jobs across the country.

Japanese-brand automakers are leaders in workforce development

Japanese-brand automakers support 2.34 million U.S. Jobs

Who are the 2.34 million?

Direct Jobs

108,000+ Line workers, technicians, engineers, designers, finance and admin. staff

370,000+ Dealers, mechanics/techs, finance and admin. staff

Intermediate Jobs

534,000+ Parts suppliers

412,000+ Logistics and transportation

Spin-off Jobs

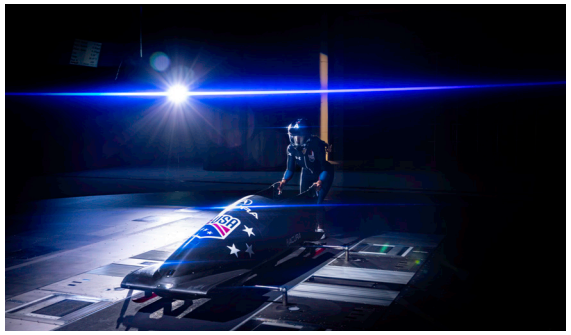
919,000+ Jobs in the community that provide services to and are supported by the workers above

AMERICAN *Innovation*

Japanese-brand automakers are priming their organizations, the U.S. automotive industry, and communities for progress. Across the automotive and mobility landscape, these automakers are pushing the boundaries of innovation, sustainability, and advanced manufacturing.

They leverage cutting-edge aerodynamic testing, rapidly adapt production systems and collaborate with academic institutions to unlock new possibilities in automation. Investments in renewable energy and battery production highlight a continued commitment to environmental leadership and the development of a domestic battery supply chain. Japanese-brand automakers have a legacy of automotive excellence built on years of steady progress and true American Innovation.

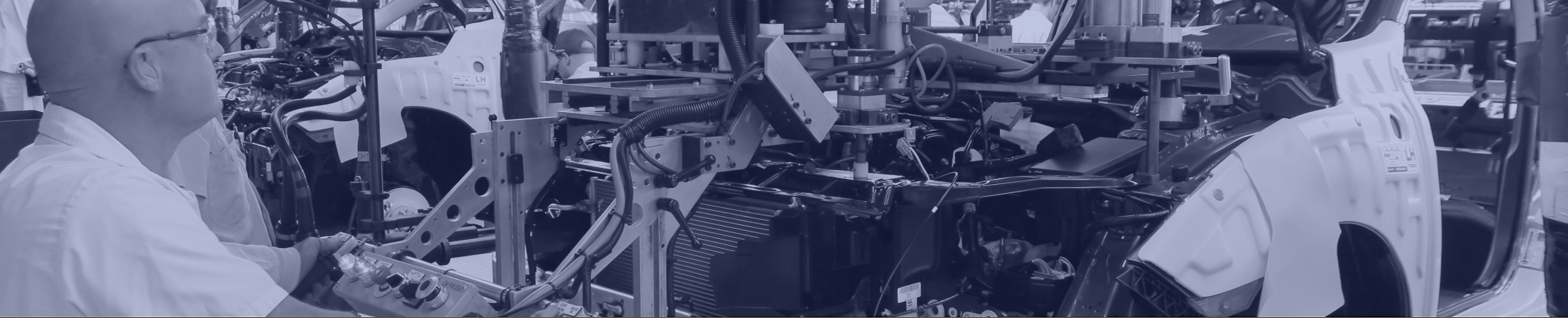
HONDA



As part of prep for the 2026 Winter Olympics, Honda was proud to partner with USA Bobsled/Skeleton to perform advanced aerodynamic testing using Honda's state of the art HALO wind tunnel in Ohio.

MAZDA TOYOTA MANUFACTURING

When charged with adding two new hybrids into production, the MTM team had to innovate quickly and find the flexibility in their manufacturing process.



NISSAN

Nissan and the University of Tennessee collaborated recently on exploring ways of automating wire harness assembly using advanced robotics. Automating this process is a challenge and could potentially help create more resilient supply chains.

SUBARU

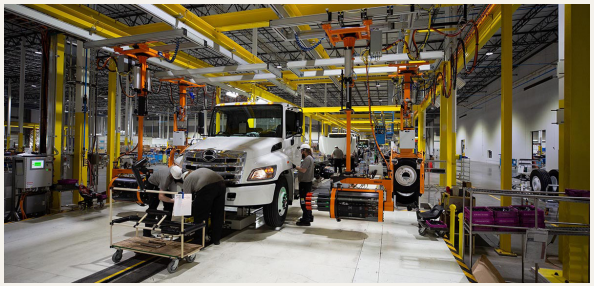
Building on a legacy of environmental leadership and innovation, Subaru of Indiana now has enough solar power to run a power surplus at their zero-landfill plant in Indiana.

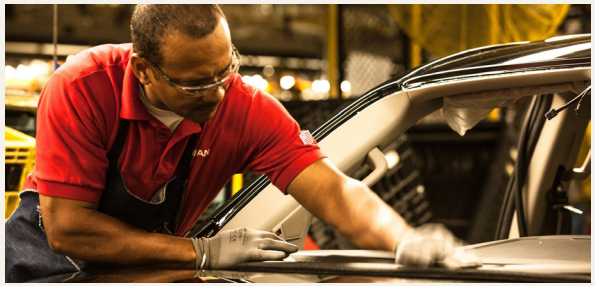
TOYOTA

Toyota brings the latest in battery manufacturing technology to North Carolina with the opening of their newest U.S. facility.

Total Vehicles Produced in 2025	Total Engines Produced in 2025	Total Manufacturing Employees in 2025	Total Cumulative Manufacturing Investment
3,112,738	**4,182,789**	**77,699**	**$70.1 B**

	Name of Company	Location	Products	Units Produced in 2025	Employees	Total Investment ($ Million)
Hino	Hino Motors Manufacturing U.S.A., Inc.	Marion, AR	Differential, Rear Axle & Suspension Related parts for Toyota vehicles	451,252	1,324	780
		Mineral Wells, WV	L series, XL series	8,659	517	
Honda	Honda of America Manufacturing, Inc.	Marysville, OH	Accord, Accord Hybrid, ILX, TLX, TLX Type S	190,970	4,400	5,800
		Marysville, OH	CR-V FCEV	160	100	70
		East Liberty, OH	RDX, MDX, CR-V, CR-V hybrid	165,090	2,600	2,200
		Anna, OH	4-cyl. and V-6 Engines	1,049,920	2,900	3,100
	Honda Transmission Mfg. of America, Inc.	Russels Point, OH	Transmissions, gear sets, 4WD systems, 4WD transfers	778,570	1,200	1,100
	Honda Manufacturing of Alabama, LLC	Lincoln, AL	Odyssey, Passport, Pilot, Ridgeline V-6 Engines	335,578 336,265	5,000	3,100
	Honda Precision Parts of Georgia, LLC	Tallapoosa, GA	V-6 Transmissions	378,516	480	489
	Honda Manufacturing of Indiana, LLC	Greensburg, IN	CR-V, CR-V Hybrid, Civic	236,850	2,600	1,400
Nissan	Nissan Smyrna Vehicle Assembly Plant	Smyrna, TN	Pathfinder, Murano, Rogue, Infiniti QX60	334,836	6,820	8,870
	Nissan Decherd Powertrain Plant	Decherd, TN	Engine	542,219	1,810	1,930
	Nissan Canton Vehicle Assembly Plant	Canton, MS	Altima, Frontier	152,006	3,220	4,060
Mazda-Toyota	Mazda Toyota Manufacturing,US, Inc (MTM)	Huntsville, AL	Corolla Cross, Corolla Cross HEV, CX-50	135,680 123,759	4,500	2,311
Subaru	Subaru of Indiana Automotive, Inc.	Lafayette, IN	Ascent, Crosstrek, Forester	337,822	5,901	2,756





	Name of Company	Location	Products	Units Produced in 2025	Employees	Total Investment ($ Million)
Toyota	TABC Inc. (TABC)	Long Beach, CA	Sub-assemblies Stamping parts Front arms	119,973 2,997,564 0	380	561
	Toyota Motor Manufacturing Kentucky, Inc. (TMMK)	Georgetown, KY	Camry HEV, RAV4 HEV, ES, ES HEV Engines	444,414 787,266	9,400	8,666
	Toyota Motor Manufacturing Missouri, Inc. (TMMMO)	Troy, MO (TMMMO)	Cylinder heads	2,316,394	1,000	975
		Jackson, TN (TMMTN)	Engine blocks, Transmission Transmission Case & Housing	2,203,772 1,032,684	450	
	Toyota Motor Manufacturing, West Virginia, Inc. (TMMWV)	Buffalo, WV	Engines Transmissions Transaxles	480,280 209,850 518,816	2,077	1,715
	Toyota Motor Manufacturing, Indiana, Inc. (TMMI)	Princeton, IN	Sienna HEV, Highlander, Highlander HEV, Grand Highlander, Grand Highlander HEV, Grand Highlander PHEV, TX	427,844	7,650	7,547
	Toyota Motor Manufacturing, Alabama, Inc. (TMMAL)	Huntsville, AL	Engines	986,839	2,400	1,411
	Toyota Motor Manufacturing, Texas, Inc. (TMMTX)	San Antonio, TX	Tundra, Tundra HEV, Sequoia HEV	197,506	3,700	4,421
	Toyota Motor Manufacturing, Mississippi, Inc. (TMMMS)	Blue Springs, MS	Corolla	188,543	2,400	1,634
	Toyota Battery Manufacturing North Carolina (TBMNC)	Liberty, NC	Batteries for HEVs, PHEVs and BEVs	34,304	5,100	5,086

All data as of December 2025

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