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# Automotive Industry Updates and Workforce Evolution: Impacts of Changing Technology on Workforce Needs

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## Overview

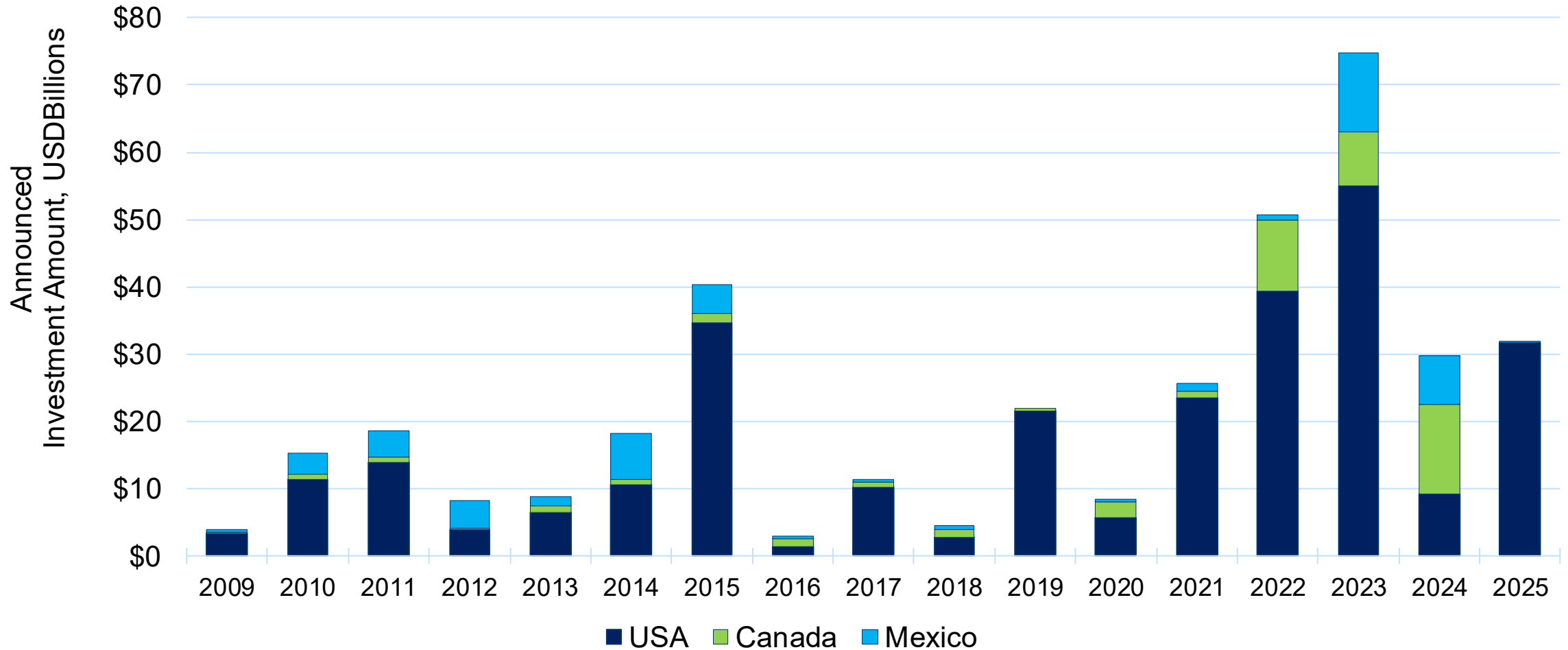
- **Automotive Industry Investments: Signals of Technology Shifts**
- **Job Growth Across the Automotive Industry Supply Chain**
- **Takeaways from the Michigan Automotive Workforce Needs Assessment**



# Automotive Investment Trends



# Automaker Announced Investment North America, 2009 – 2025



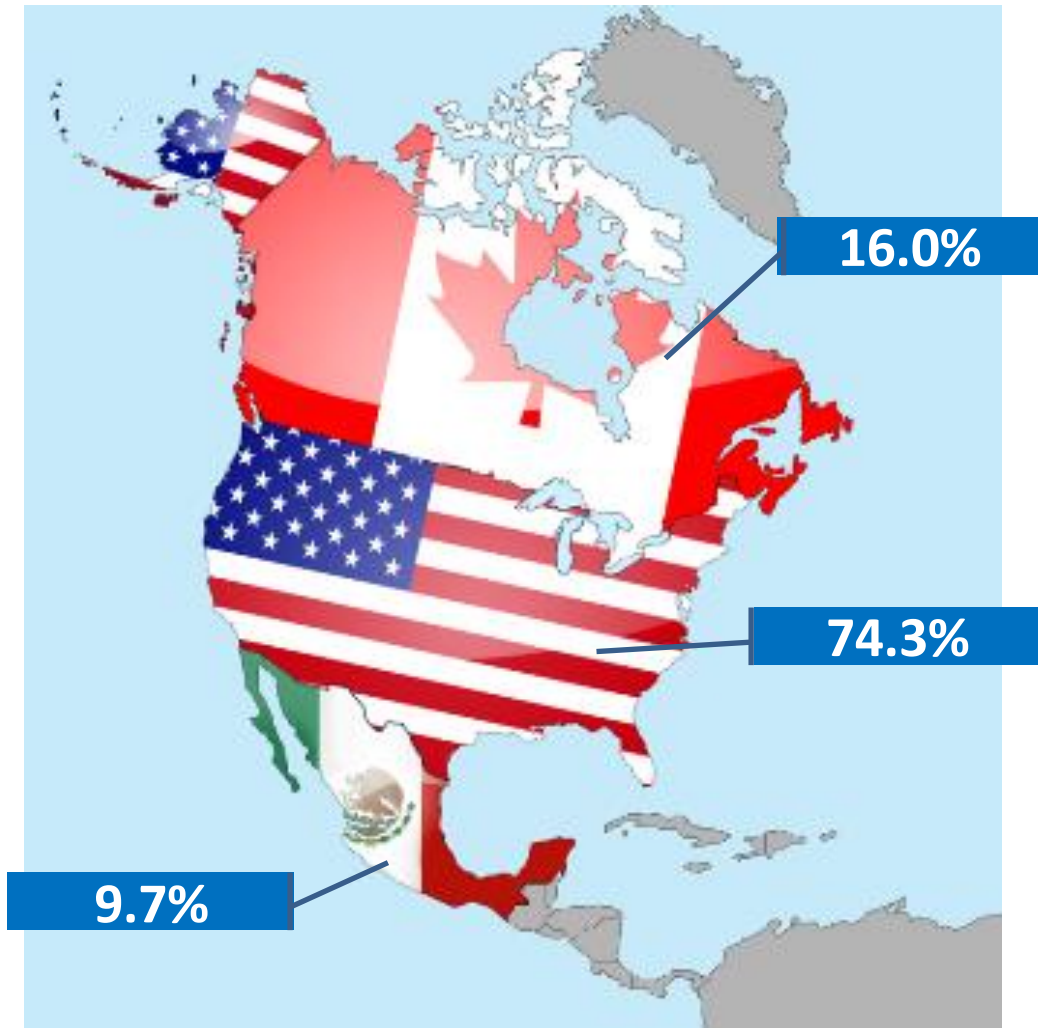
Source: CAR Book of Deals, 2026



# Automaker Announced Investment North America, 2020 – 2025

Region	Investment Amount (\$USD)
Canada	\$35.4B
United States	\$164.3B
<i>U.S. Great Lakes</i>	\$67.6B
<i>U.S. South</i>	\$77.0B
<i>U.S. Other</i>	\$19.7B
Mexico	\$21.6B
<b>Total</b>	<b>\$221.3B</b>

Note: U.S. Great Lakes includes: IL, IN, KY, MI, MO, and OH  
U.S. South includes: AL, FL, GA, MS, NC, SC, TN, and TX



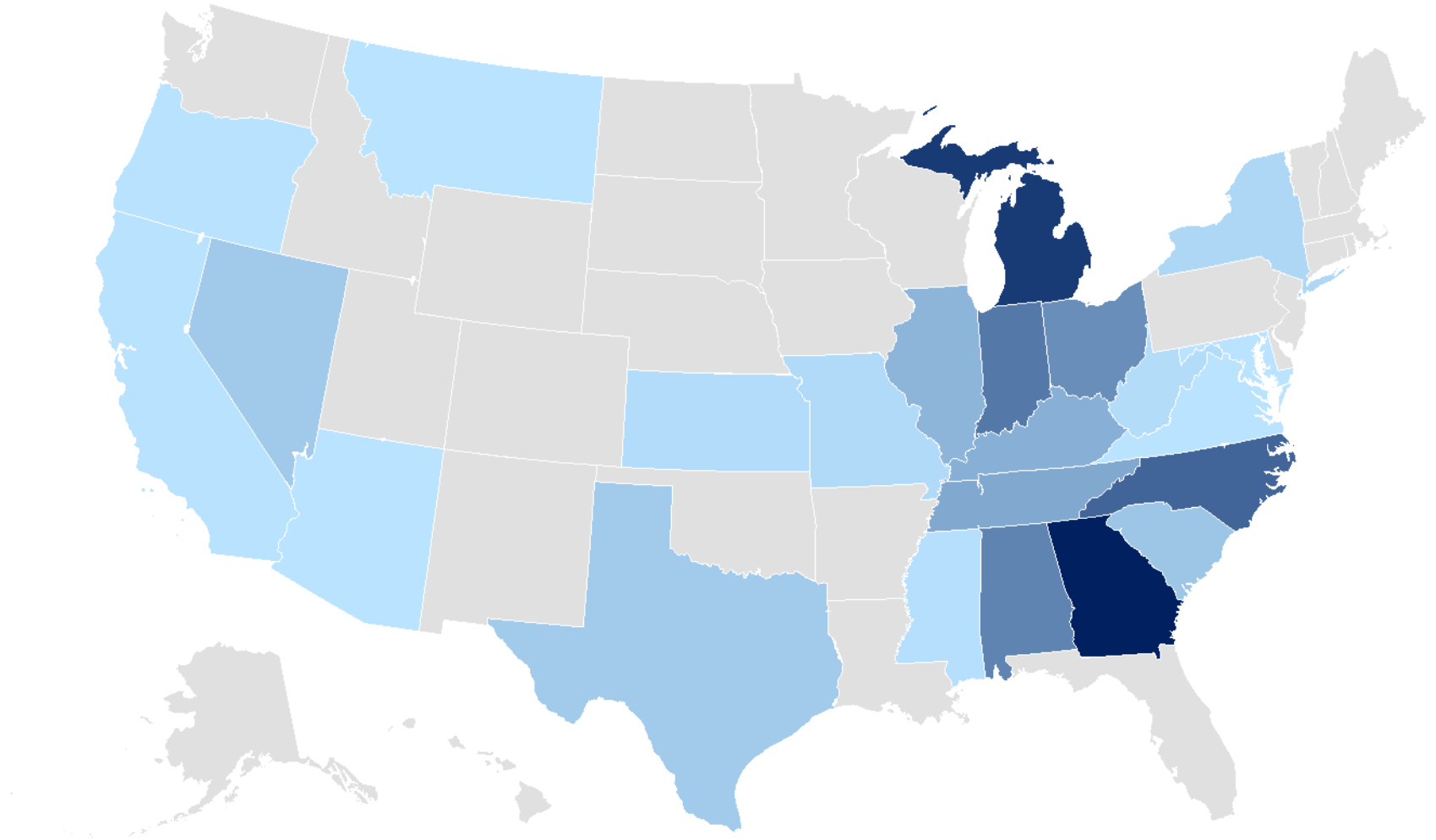


# Automaker Announced Investment in the U.S.

## 2020 – 2025: \$165.5B announced

State	% Investment Captured
GA	17.1%
<b>MI</b>	<b>14.9%</b>
NC	11.1%
IN	9.4%
AL	8.4%
OH	7.5%
TN	6.8%
KY	5.2%
IL	4.6%
SC	4.0%
Other States	2.6%

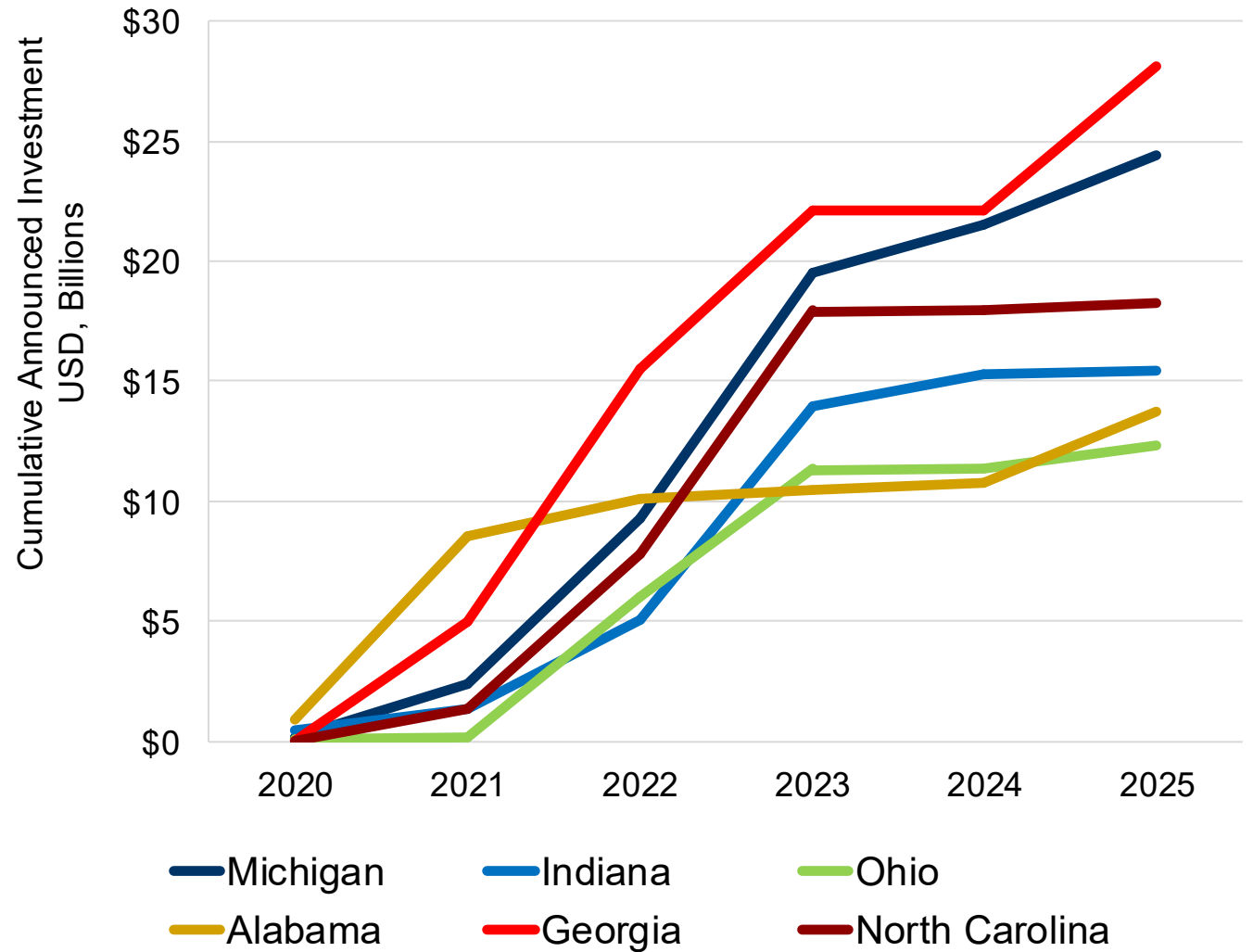
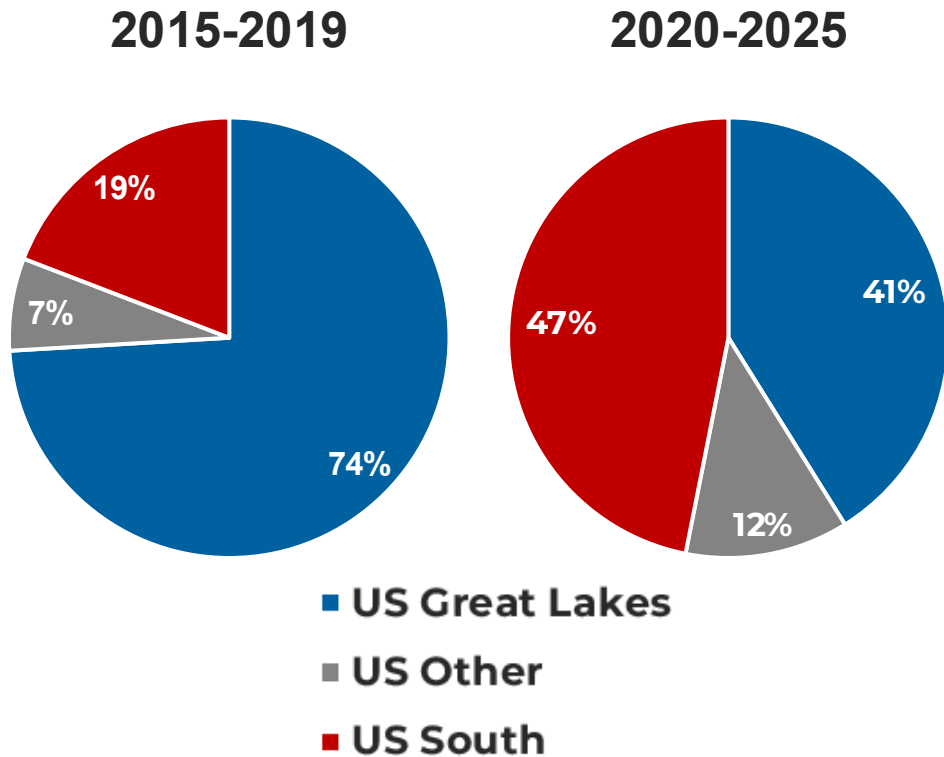
Announced Investment, USD, Millions





# Running Total of Automaker Announced Investment

## 2020 – 2025: Growth of investment announced in the South



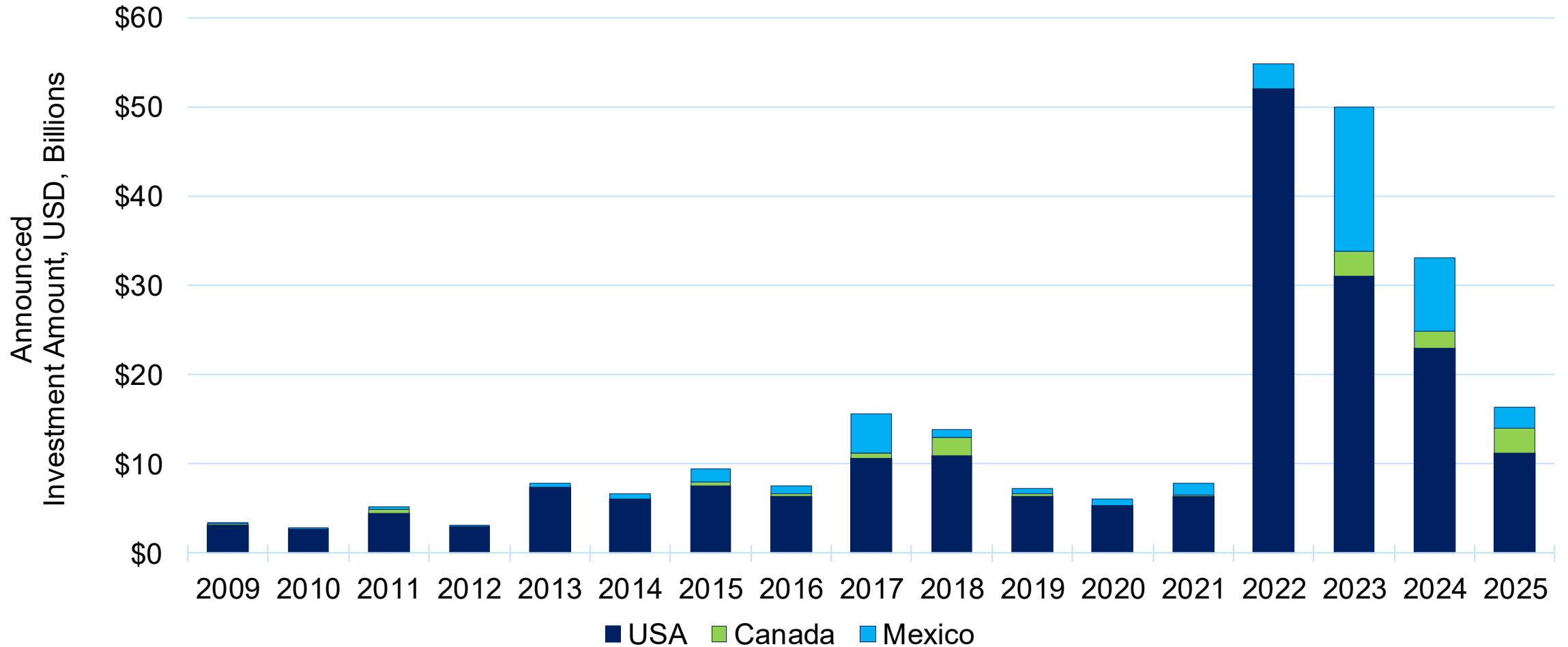
US Great Lakes: IL, IN, KY, MI, MO, OH  
 US South: AL, FL, GA, MS, NC, SC, TN, TX

Source: CAR Book of Deals, 2026



# Supplier Announced Investment

## North America, 2009 – 2025



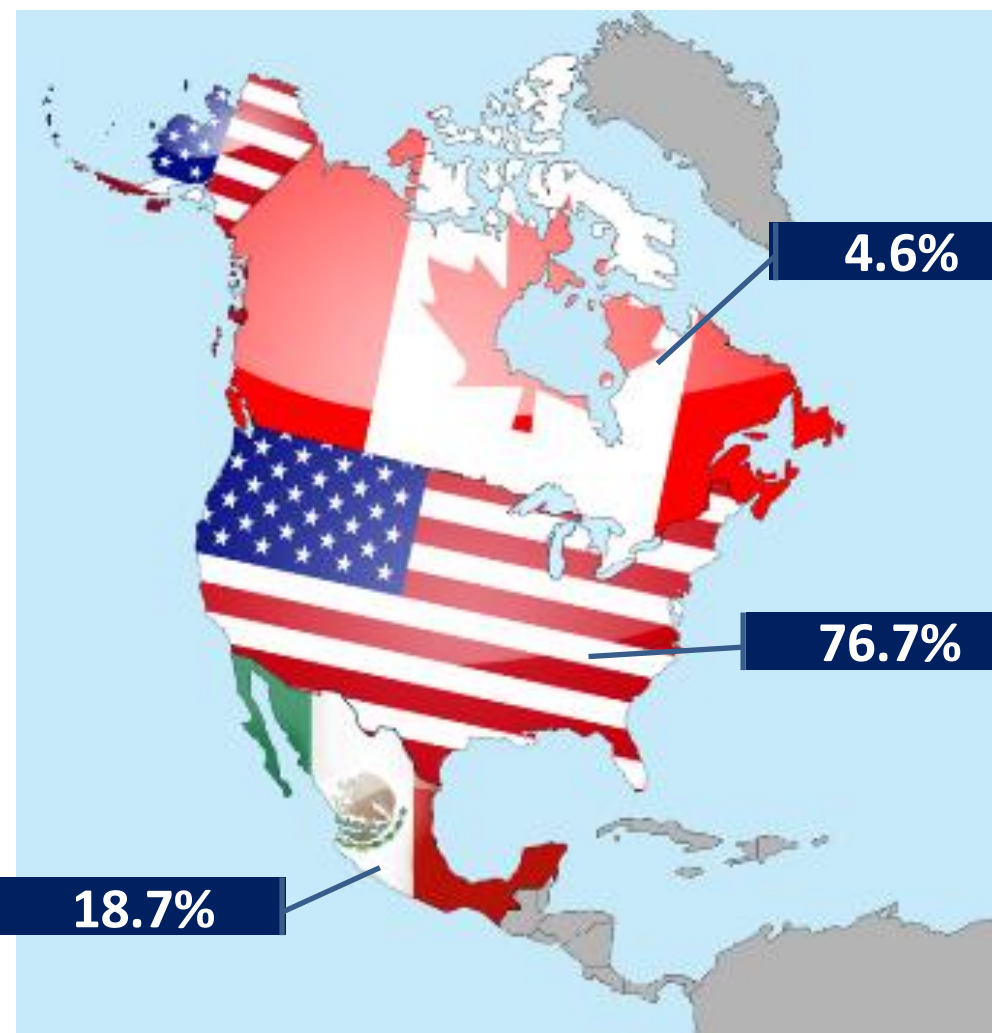
Source: CAR Book of Deals, 2026



# Supplier Announced Investment North America, 2020 – 2025

Region	Investment Amount (\$USD)
Canada	\$7.8B
United States	\$128.9B
<i>U.S. Great Lakes</i>	\$27.9B
<i>U.S. South</i>	\$48.6B
<i>U.S. Other</i>	\$52.4B
Mexico	\$31.4B
<b>Total</b>	<b>\$168.1B</b>

Note: U.S. Great Lakes includes: IL, IN, KY, MI, MO, and OH  
 U.S. South includes: AL, FL, GA, MS, NC, SC, TN, and TX



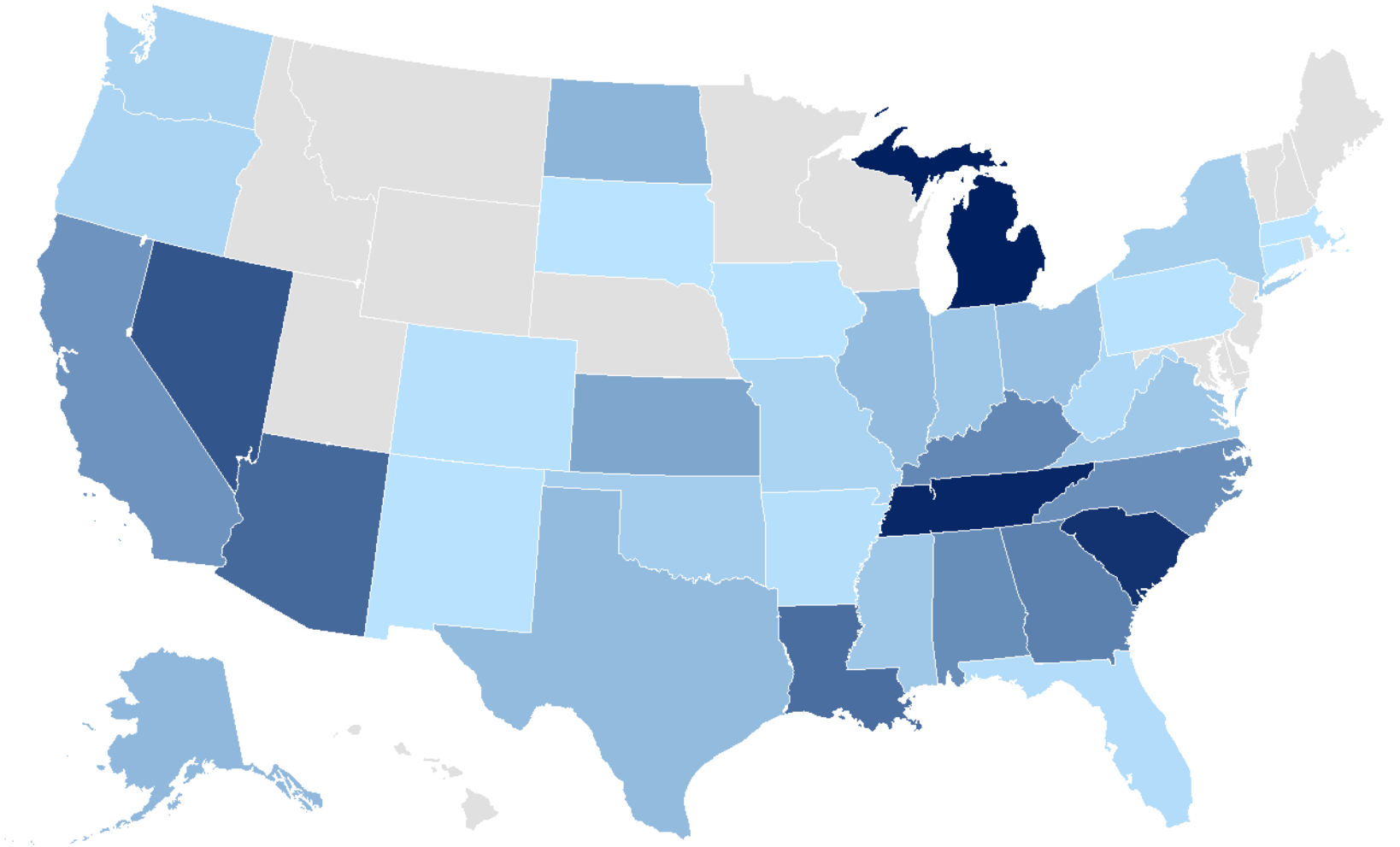


# Supplier Announced Investment in the U.S.

2020 – 2025: \$128.9B announced

State	% Investment Captured
MI	10.4%
TN	10.0%
SC	9.4%
NV	7.6%
AZ	6.5%
LA	6.2%
GA	5.2%
KY	4.8%
AL	4.6%
NC	4.5%
Other States	30.9%

Announced Investment, USD, Millions

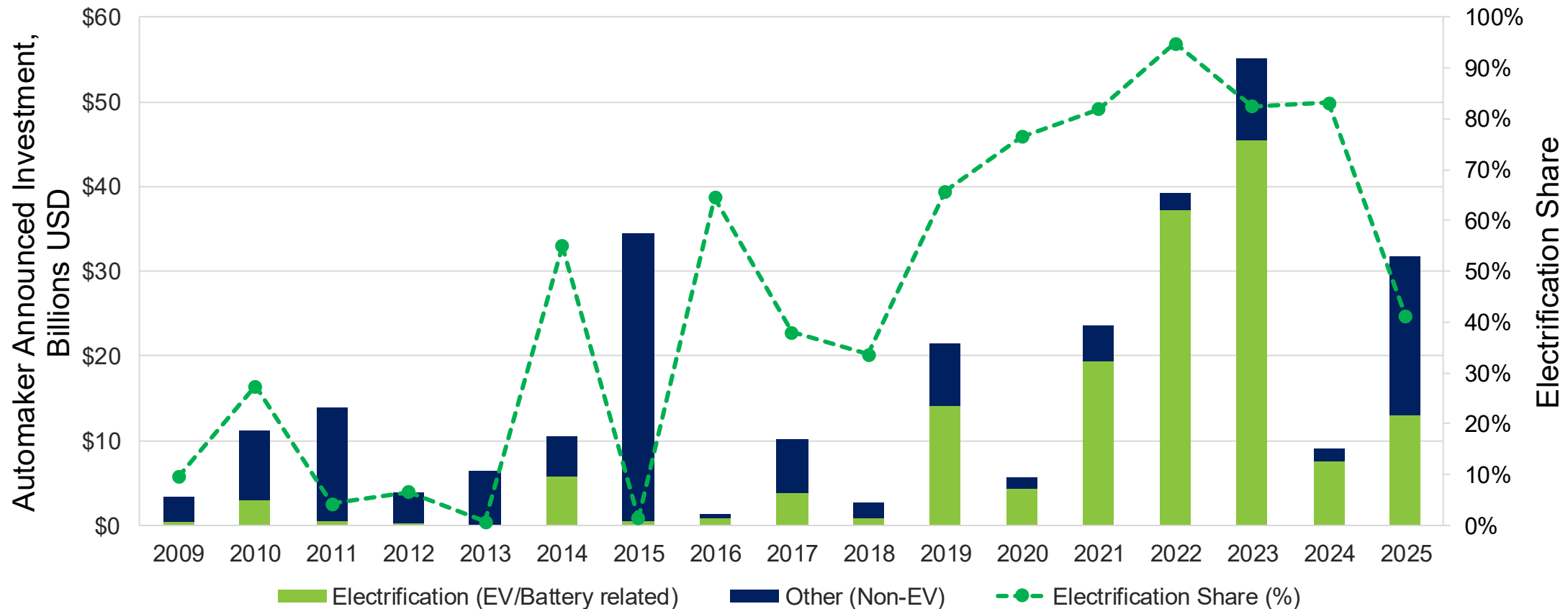


Source: CAR Book of Deals, 2026



# EV transition drove automaker investment announced since 2019 – but slowdown seen in 2025

## Automaker Announced Investment United States, 2009 – 2025

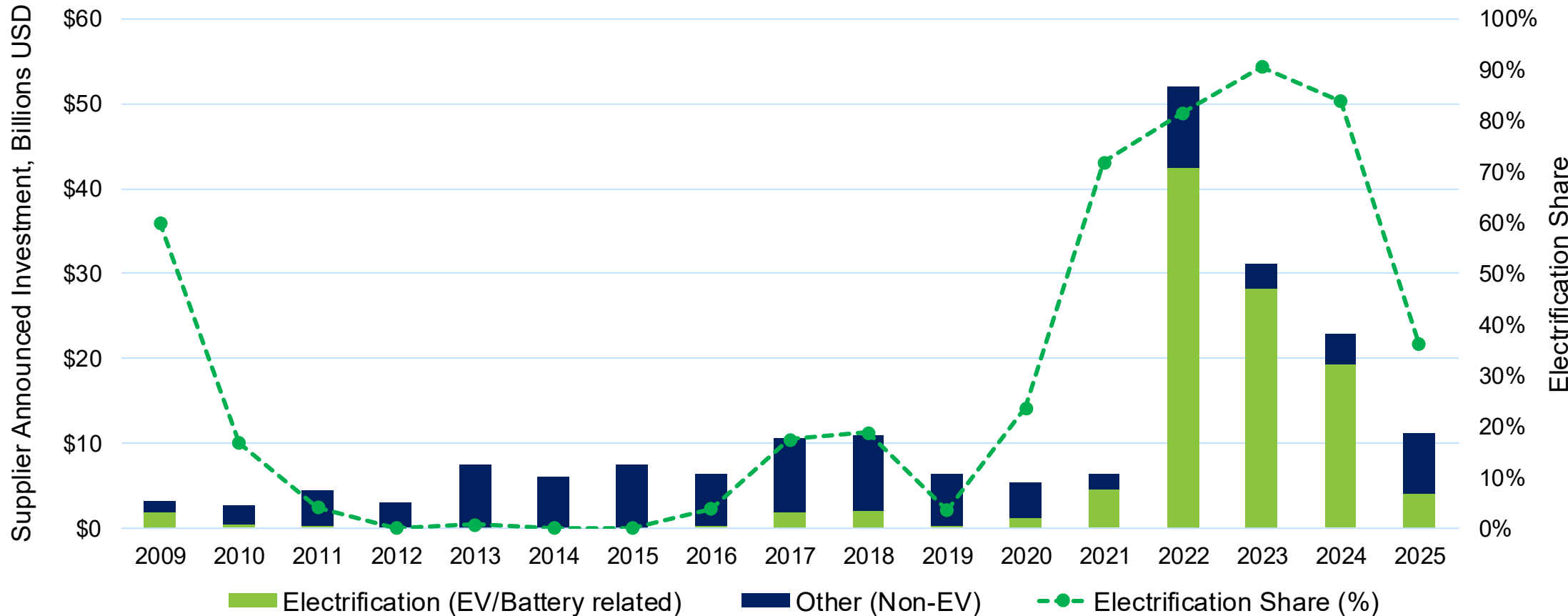


Source: CAR Book of Deals, 2026



# EV transition among suppliers takes off in 2022 – slowdown in 2025

**Supplier Announced Investment**  
United States, 2009 – 2025

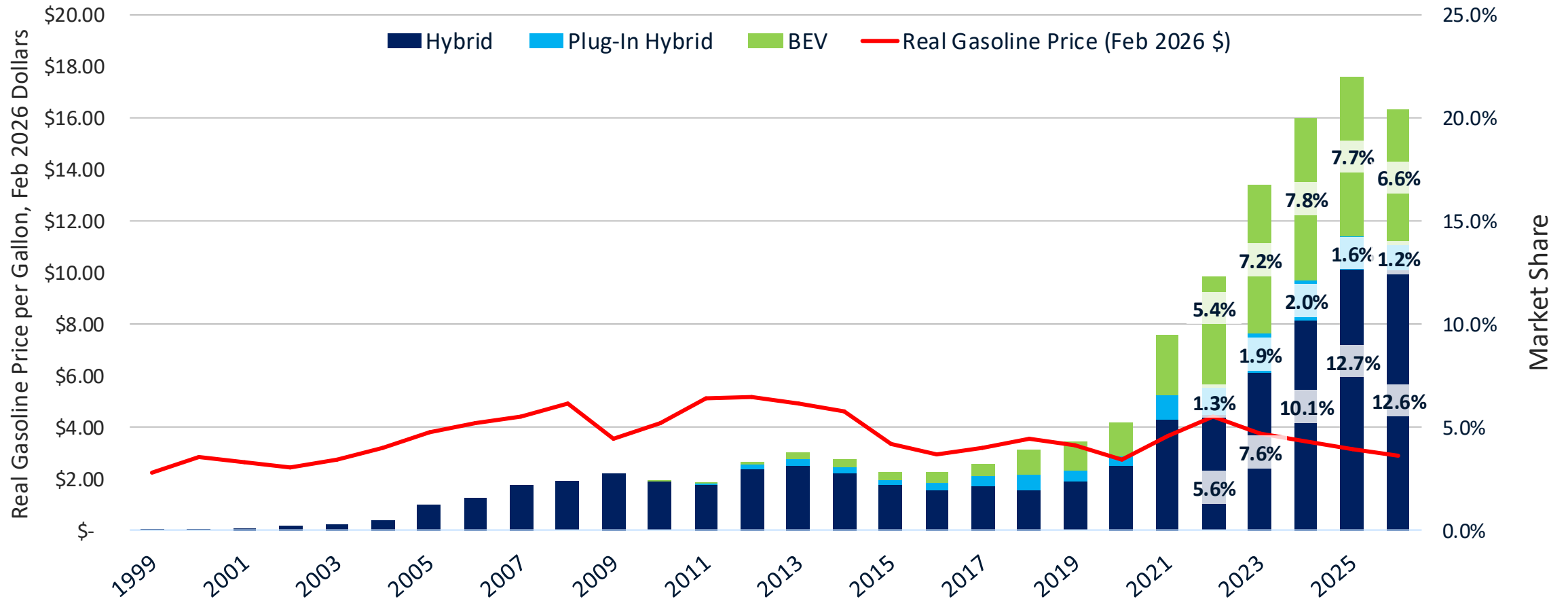


Source: CAR Book of Deals, 2026



# Hybrids reach 12.6% market share; BEVs at 6.6%

**U.S. Electrified Light Vehicle Sales by Propulsion Technologies**  
1999 – 2026 YTD



Note: Electrified vehicles consist of BEV, HEV and PHEV  
Source: Ward's Automotive Reports (from 2010 and on), HybridCars.com and CAR Research; EIA

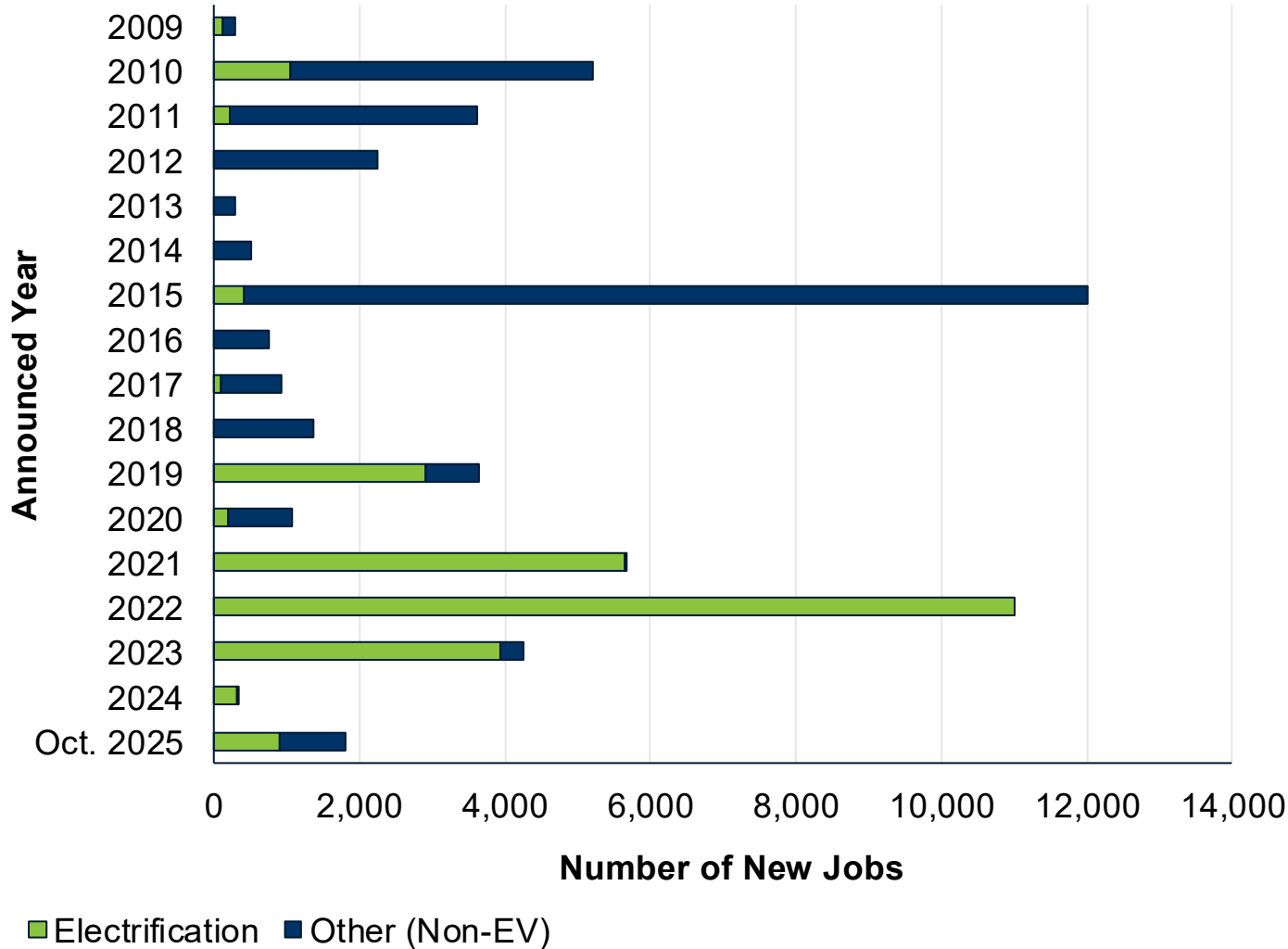


# Michigan Automotive Industry Job Trends



# New Jobs tied to Automaker Investments

## Michigan 2009 – October 9, 2025



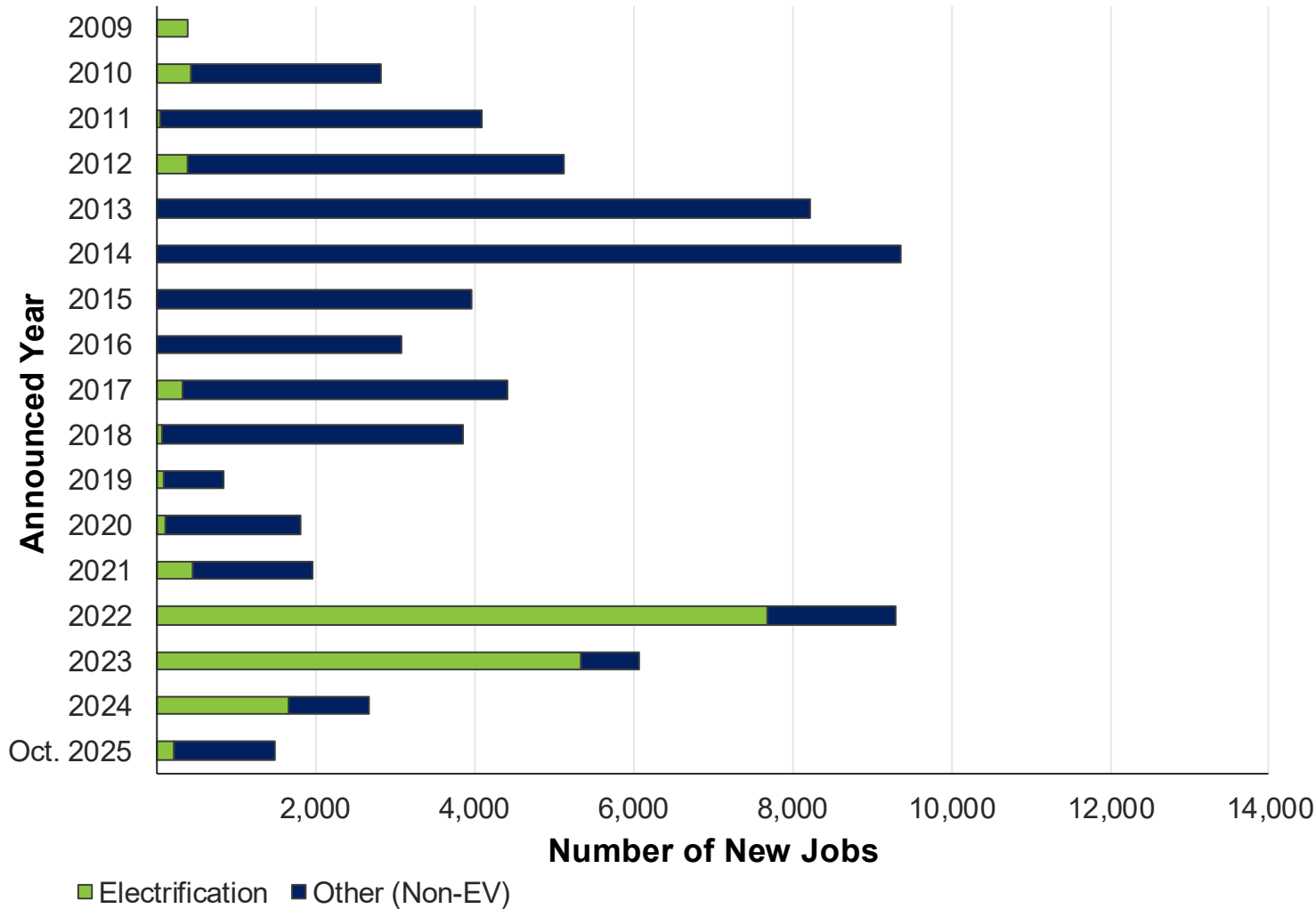
- **Between 2009-October 2025, Michigan automakers announced 122 capital investments**
  - **Automaker** investments were tied to > 55K new jobs with 49% tied to electrification.
  - Michigan captured approximately 23% of all new automaker jobs from 2009 to October 9, 2025
  - Michigan’s automaker electrification new jobs constituted approximately 22% of all US automaker electrification jobs from 2009 to October 9, 2025
- Since 2021, 94% of announced new jobs were associated with electrification investments
- From 2022 to October 9, 2025, automakers announced 17,399 new jobs in Michigan
- In 2025 through October, about 50% of new announced jobs were associated with electrification

*\*Note: Only the new jobs are shown here, these data do not reflect retained or protected jobs tied to the announced investments*



# New Jobs tied to Supplier Announced Investments

## Michigan 2009 – October 9, 2025



- Michigan has captured 25% of new supplier jobs from U.S. announcements between 2009 to October 9, 2025.
- Since 2009, Michigan has captured approximately 20% of all new jobs expected from announced supplier electrification projects.
- Supplier investments announced in Michigan since 2009 were expected to create over 69k new jobs– with 25% of new jobs tied to electrification.
- Since in 2021, 72% of announced new jobs expected from supplier investment in Michigan are associated with EV and battery-related projects.
- From 2022 to October 9, 2025, suppliers announced 10,259 new jobs in Michigan.
- In 2025 alone, only 15% of new announced jobs were associated with electrification.

*\*Note: New jobs are illustrated and tied to publicly announced investments. Data do not reflect retained or protected jobs tied to the announced investments*



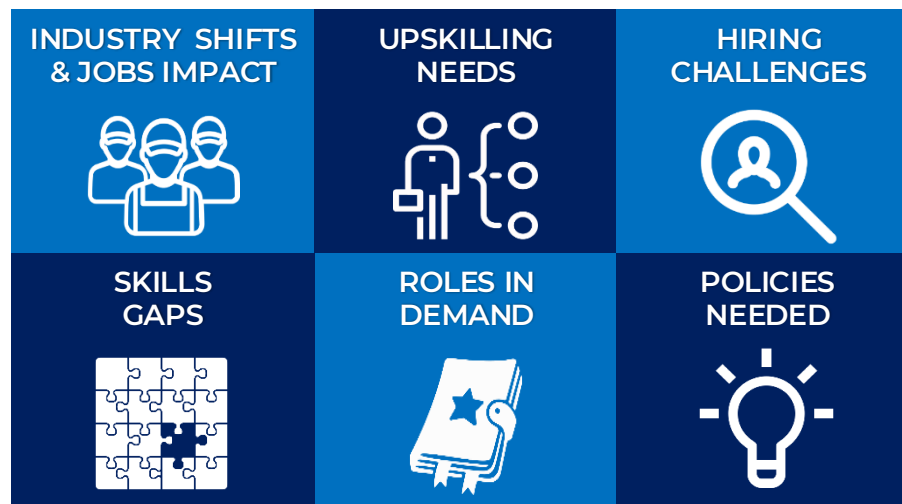
# Michigan Automotive Industry Workforce Needs



# Understanding Michigan's Auto Industry Workforce Needs

## Michigan Automotive Workforce Hub

- **Michigan Automotive Workforce Hub led by Michigan Department of Labor and Economic Opportunity**
  - Data and Coordination Working Group
- **Collaborative Labor Market and Workforce Needs Assessment**
- **CAR conducted a three-part assessment of Michigan's Automotive investments, forecasted sales and production, and engaged employers across Michigan's extended Automotive supply chain**



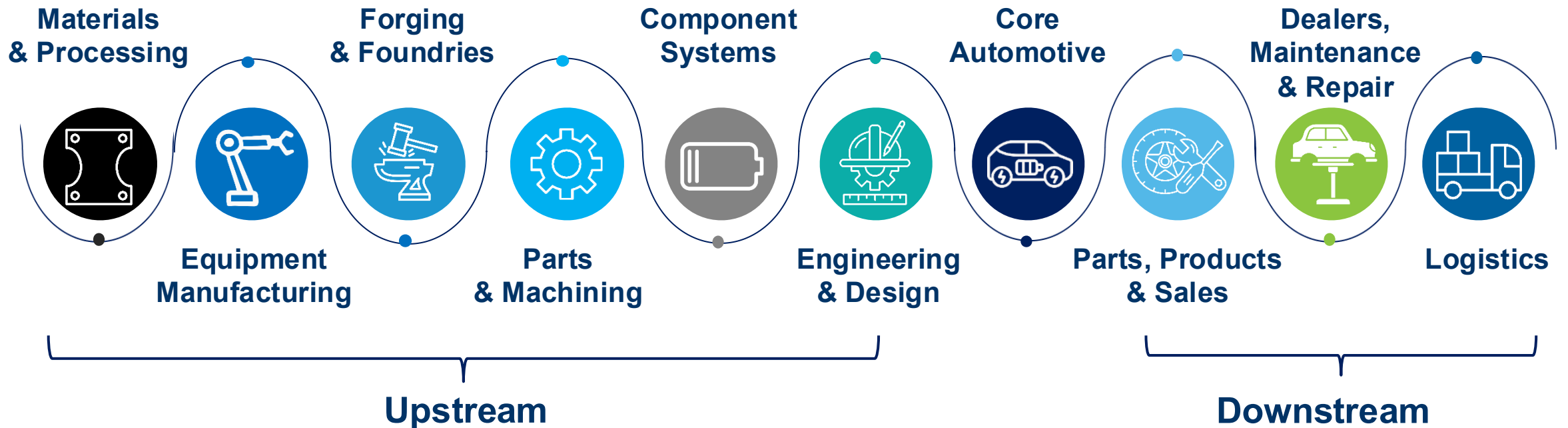


# Michigan Automotive Workforce Needs Assessment

## Capturing Employer Needs Across the Supply Chain

### Objective: Gather employer perspectives from Michigan's Automotive industry about Workforce Needs

- Capture auto industry shifts with impact on business, skills gaps, roles in demand, training resources, talent pipelines, policies needed
- CAR surveyed and interviewed 68 automotive employers in Michigan
- Outreach focused on small, medium and large businesses across Michigan, sector and regional approaches





# Michigan Automotive Workforce Needs Assessment

## Industry Factors Impacting Businesses and Hiring

### Industry Shifts Currently Impacting Automotive Businesses



1. Economic factors



2. EV transition



3. Federal policy changes



4. Global competitiveness



5. Workforce preparedness

### Shifts Impacting Future Business (Next 1-3 years)

- ❖ EV Transition
- ❖ Artificial Intelligence
- ❖ Infrastructure Development
- ❖ Policy Shifts
- ❖ Workforce demographic draught
- ❖ Changing Production volumes

### Looking Ahead: Opportunities & Challenges

#### Opportunities

- Automation & Advanced manufacturing
- EV Transition
- Collaboration with academic institutions
- Policy driving Domestic manufacturing



#### Challenges

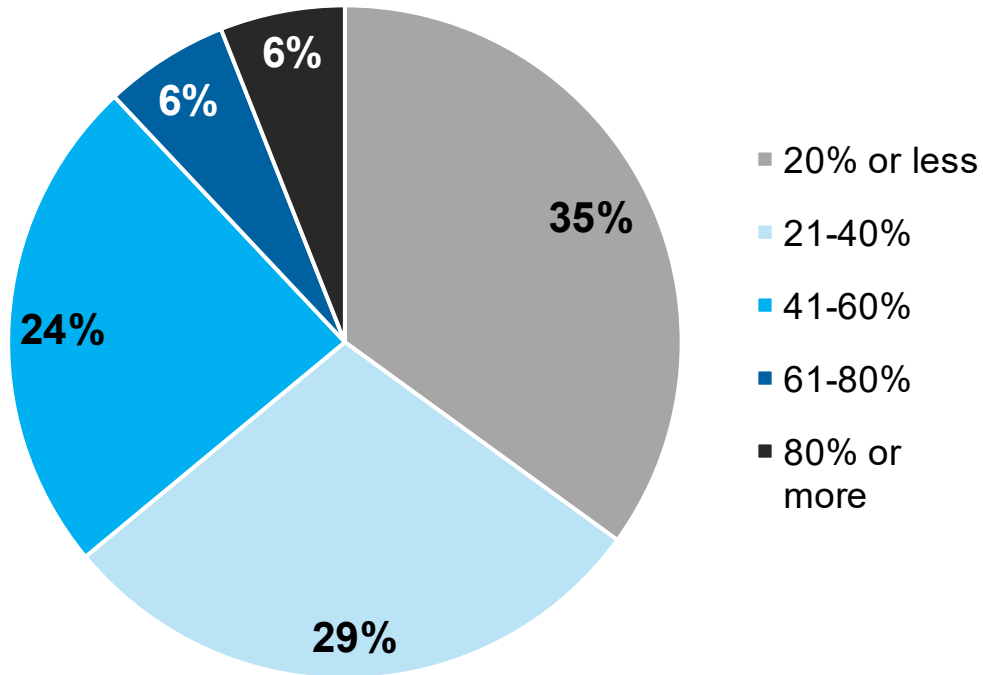
- Economic factors
- Federal policy changes
- Global markets and competition
- Changing workforce skills and roles
- Workforce preparedness



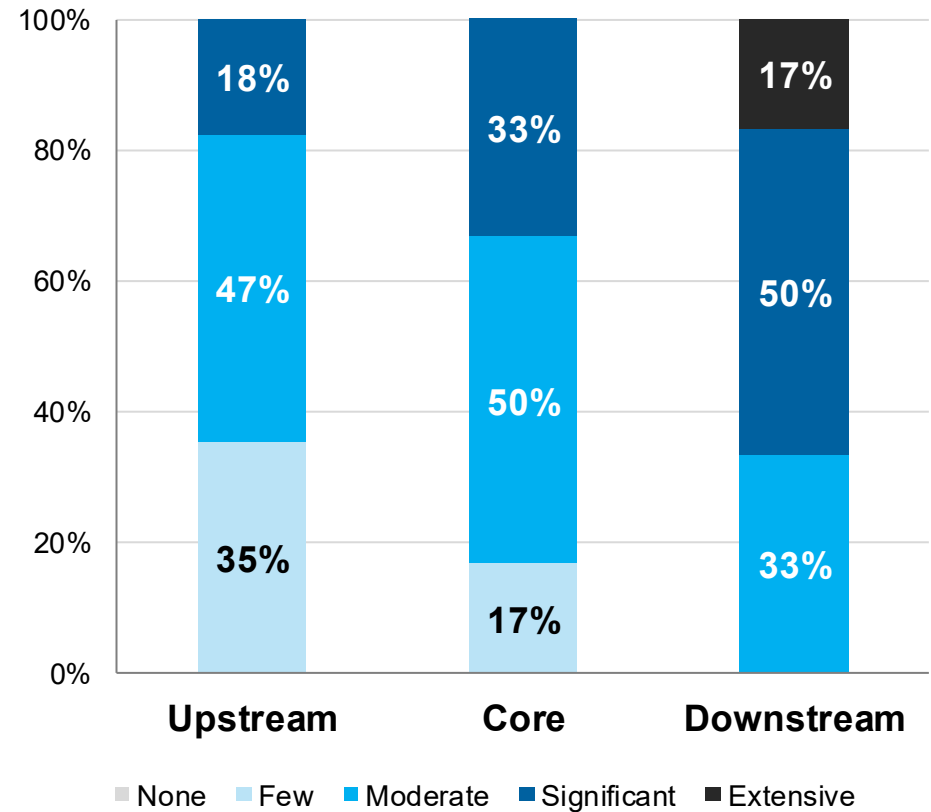
# Michigan Automotive Workforce Needs Assessment

## Upskilling Needs Among Current Workers

### Proportion of Current Workers with Upskilling Needs



### Skills Gap Expectations for the Next 1-3 Years

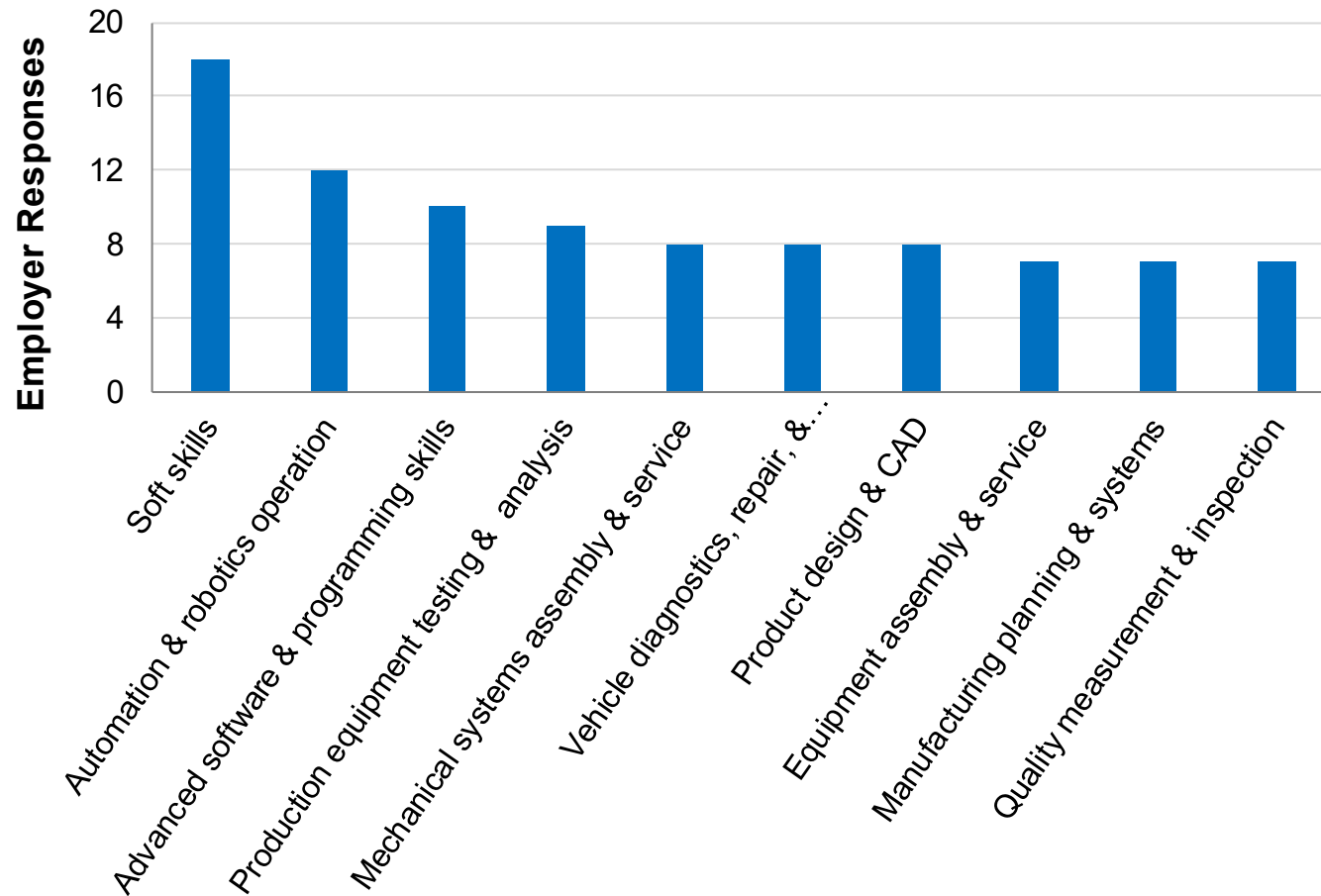




# Michigan Automotive Workforce Needs Assessment

## Skills In Demand Across the Supply Chain

Top Skills Currently in Demand



- **Top Skills in Demand** span soft and technical skills
- **Upstream and Core Auto businesses** report soft skills, automation & robotics, & interdisciplinary skills as most important
- **Downstream businesses** report manufacturing & production planning, system operation, vehicle diagnostics, repair, & maintenance, and sales as most important
- Employers report need for a **flexible set of skills** that accommodate changing business needs



# Michigan Automotive Workforce Needs Assessment

## Current Needs for New Roles

New Roles In Recent Hires	All Segments	Upstream	Core Auto	Downstream
20% or less	<b>79%</b>	<b>76%</b>	<b>83%</b>	<b>83%</b>
21-40%	12%	24%	0%	0%
41-60%	9%	0%	17%	17%
61-80%	0%	0%	0%	0%
80% or more	0%	0%	0%	0%

- Employers report limited current demand for new job roles
- Over half of employers interviewed reported developing new digital and engineering roles related to industry shifts (e.g., EV transition)
- Future demand for new roles expected to increase in 1-3 years

### Top Roles Currently in Demand by Segment

#### Upstream

- General Technicians
- Manufacturing Engineers
- Mechatronics Technicians
- Software & App Developers
- Plant Supervisors
- Industrial Technicians

#### Core Automotive

- Manufacturing Engineers
- Industrial Technicians
- Mechatronics Technicians
- General Engineers
- General Technicians
- Electrical Technicians

#### Downstream

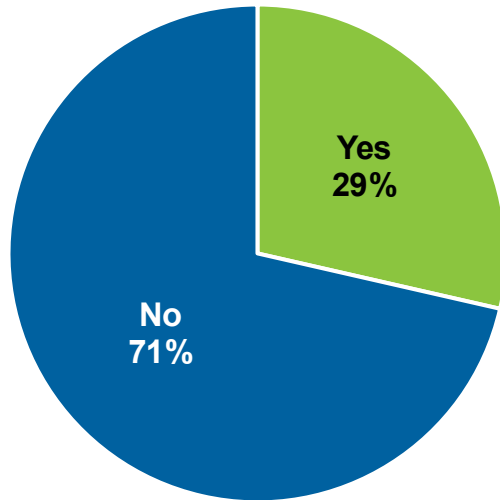
- General Technicians
- Auto Service Technicians
- Mechanical Engineers
- AI Specialists
- Material Handlers
- Forklift Operators



# Michigan Automotive Workforce Needs Assessment

## New Credentials Needed

Proportion of Businesses Seeking New Credentials



Proportion of Businesses seeking employees with New Credentials

Upstream	Core Auto	Downstream
24%	33%	50%

### Top Credentials Needed by Industry Segment

#### Upstream

- Attendance
- Automation
- Basic programming skills
- CNC Machining
- Controls Technicians & Engineers
- Electrician credentials
- Maintenance Technician credentials
- Mechanical engineering for automotive assembly
- Plastics Engineering
- Production Technicians
- Professionalism
- R&D engineer

#### Core Auto

- Automation
- Collaborative Skills
- Production Skills
- Experience operating automotive components and systems

#### Downstream

- ADAS repair
- Ambition
- Automotive Service Excellence (ASE) certification
- EV Mechanical and Body Repair
- Machine Learning
- Mechanical Engineering for assembly
- Safety Engineering
- Vehicle Systems integration compliance (ADAS, Safety performance engineering)
- Willingness to learn



# Michigan Automotive Workforce Needs Assessment

## Top Takeaways and Next Steps

- **Collaborative Labor Market Report with LEO, CAR, Upjohn Institute to support mission to build and sustain a robust automotive workforce in Michigan**
- **Michigan Automotive Workforce Needs Assessment revealed:**
  - Economic, technology, and policy factors impact auto businesses and hiring needs
  - Future challenges: Economics, policy change, market dynamics and workforce needs
  - Future opportunities: EV transition, advanced manufacturing and automation and industry-academic collaboration
  - Contrast between low current upskilling needs and high skills gap expected in near future
  - Top skills range between soft and technical skills, roles span technical roles with digital capabilities
  - Credentials not as critical as interdisciplinary experience and skills
- **Michigan's automotive industry undergoing dynamic shifts and workforce flexibility is essential**

# THANK YOU

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