



29th Annual Automotive Insights Symposium



Rick Walker of GAMA

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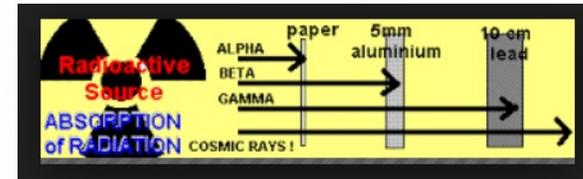
GAMA[®]



Georgia Automotive
Manufacturers Association[®]

What is GAMA?

-Not radioactive -----



-Not a rock band -----



-It is a phenomenon - one of several “AMA’s”
-- mainly in the southeastern United States

GAMA = Trade association

- Strategic resource for the automotive industry - workforce development, technical information, and education
- Formed in 2010 (new kid on the block)
- GAMA has experienced dramatic growth both in metrics and prestige.
- Part of the Southern Automotive Manufacturing Alliance (SAMA), which each year hosts the Southern Automotive Conference (SAC). GAMA hosted record-setting events in 2018 and 2022.

Some recent major announcements in Georgia:

- SK Battery America – Commerce, Georgia - **\$2.6 Billion**
(two investments)
- Rivian – east of Atlanta - **\$5 Billion**
- Hyundai Motor Group Metaplant America – Bryan County, near Savannah, Georgia - **\$5.5 Billion**
- SK Battery America / SK On / Hyundai – Bartow County, Georgia – stakeholders have estimated **\$4-5 Billion**

Note: All data and information contained in this slide set is from sources believed to be reliable, but has not been independently verified.

According to a recent Press Release (January 5, 2023) from the Office of Governor Brian P. Kemp and the Georgia Department of Economic Development:

“Since 2020, more than 30 EV-related projects have announced more than **\$21 billion** in investment and announced more than 26,300 jobs in Georgia.”

“In addition to Hyundai’s direct contribution to the region, offsite suppliers connected to the project were predicted to invest approximately **\$1 billion** in other locations around the state. Projects announced to date have already exceeded this amount.”

(highlighting added)



These automotive-related companies, among many others, have major operations in Georgia:

- Blue Bird Corporation
- Hitachi Automotive Systems America
- Honda Precision Parts
- Kia Georgia
- Kumho Tire Georgia
- Novelis
- Panasonic Automotive
- Pirelli Tire
- Sewon America
- SK On
- Toyo Tire North America
- Voelstalpine Automotive

These automotive-related companies, among others, have headquarters offices in Georgia:

- Cox Automotive
- Exide Technologies
- Genuine Parts Company
- Groupe PSA
- Mercedes-Benz USA, LLC
- Novelis Inc.
- Porsche Cars North America, Inc.
- Teklas

Among the advantages of being in Georgia:

- Central supplier location
- Extensive systems of ports, trains, and interstates
- Hartsfield-Jackson International Airport in Atlanta
- Numerous international consulates based in Atlanta
- Highly skilled talent – decades-long focus on workforce education and training
- Georgia Quick Start workforce training program
- Leading universities
- Statewide technical college system
- Business-friendly
- Numerous shovel-ready sites
- And other advantages, including GAMA

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*Thank you for your
time and attention!*

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