29th Annual Automotive Insights Symposium

Rick Walker of GAMA

January 11-12, 2023
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.”
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
Thank you for your time and attention!

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