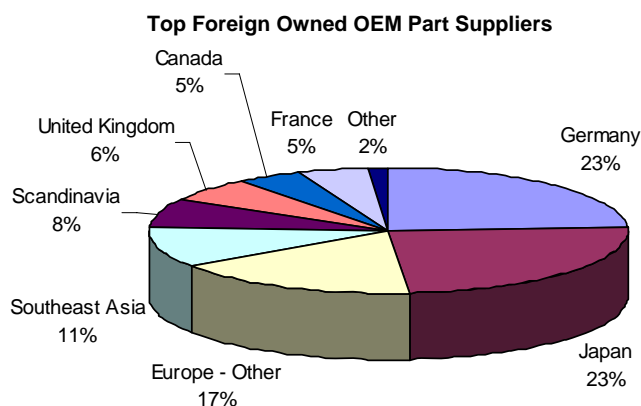


ECONOMIC GROWTH INITIATIVES

Automotive R&D

The automotive industry is certainly facing significant challenges in today's economic climate. Layoffs, bankruptcies, and supplier hardships have been reported in the news on a regular basis; it seems no one is immune to the difficulties. However, we choose to look at it optimistically, knowing that out of a manufacturing based city will bloom the skilled, diverse, knowledge-based economy of which the automotive industry will be an integral, though not overly dominating part in the future.

- ◆ The [automotive](#) industry is still a major job engine in Oakland County, contributing to around 16% of Oakland County's non-farm job sector. Oakland County has over 1,700 businesses that are directly or indirectly involved with auto manufacturing. This contributes about 107,000 jobs in 46 local communities. At least seven automotive companies employ over 1,000 people at locations spread across the County.
- ◆ Almost 70% of the automotive related firms in Oakland County are in the manufacturing industry, followed by 11% in the professional, scientific & technical services industry and 10% in the wholesale trade industry.
- ◆ Michigan-based associations dedicated to assisting automotive companies include: [Center for Automotive Research](#), the [Michigan Manufacturers Association](#), the [Michigan Manufacturing Technology Center](#) and the [Original Equipment Suppliers Association](#) among others.
- ◆ In an effort to help manufacturers diversify, [Oakland County](#) and [Crain's Detroit Business](#) are offering the [Emerging Sectors Workshop 101 Series](#). This series helps companies find and promote new applications for their existing technologies in domestic and international markets. Interactive workshops introduce participants to industry leaders and prospects for their company's future growth.
- ◆ Michigan residents support domestic auto manufacturers. According to the Cash for Clunkers results, over 81% of Michigianians traded in domestic clunkers and bought domestic replacements, compared to only 43% in the rest of the nation. While just 14% of the country bought a Detroit Three vehicle after trading in their import, the number was more than triple in Michigan where almost 47% went domestic with their new car or truck after trading in a foreign nameplate.
- ◆ [General Motors](#) chose the Lake Orion assembly plant for a yet to be named new fuel-efficient car line for the North American market. The auto maker plans to re-tool the plant for volumes of 160,000 units a year of the new car.
- ◆ Of the 65 foreign-owned OEM part suppliers located in Oakland County, almost half are German or Japanese.



Source: Oakland County PEDS, Hoovers, NHTSA
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