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MADE IN AMERICA AND BUILT IN ALABAMA

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MADE IN ALABAMA, BUILT FOR AMERICA

For generations, “Made in the USA” has held a special place in the hearts and minds of Alabamians, and our state’s manufacturing industry continues to emerge as a national leader in the American manufacturing resurgence.

As we celebrate our nation’s 250th birthday, the Alabama manufacturing industry serves as a constant reminder that American ingenuity and innovation are alive and well. Hard work and craftsmanship remain central to many of the products sourced in the Yellowhammer State.

Few industries demonstrate that more clearly than the automotive manufacturing sector. Over the last three decades, Alabama has emerged as one of the nation’s premier automotive manufacturing states.

Alabama-made cars are driving on virtually every road in the country and are exported around the globe. Auto manufacturing generates billions of dollars in economic activity and supports communities from the Tennessee Valley to the Wiregrass region.

Hyundai Motor Manufacturing Alabama in Montgomery is one of the strongest examples of the automotive industry’s commitment to our state and the benefits of

having policymakers who prioritize a business-friendly environment.

When Hyundai selected Montgomery for its first U.S. manufacturing facility in 2002, it marked a turning point not only for the River Region but for all of Alabama, further solidifying the state’s reputation as a manufacturing powerhouse.

After two decades, Hyundai’s investment continues to pay dividends for workers, families, and local communities. The relationship has been extremely beneficial for the company and countless Alabama families.

Today, Hyundai Motor Manufacturing Alabama employs more than 4,200



team members and supports an estimated 40,000 direct and indirect jobs statewide.

The facility generates nearly \$5 billion in annual economic impact and more than \$400 million in annual payroll while producing Hyundai and Genesis vehicles for customers throughout North America. Its network of more than 70 supplier partners extends that impact well beyond Montgomery, creating opportunities in communities across Alabama.

“Companies like Hyundai are creating opportunities for families, strengthening local communities, and proving that products made in Alabama can compete anywhere in the

world,” said Helena Duncan, president and CEO of the Business Council of Alabama. “Their continued success reflects the strength of Alabama’s workforce, our commitment to innovation, and the business climate that allows manufacturers to grow and thrive.”

Hyundai’s success is part of a broader story that has positioned Alabama as one of the nation’s premier manufacturing destinations. Long-term planning and investments in workforce development, infrastructure, and economic development have helped create an environment that allows industry to succeed and communities to prosper.

The company’s commitment extends beyond the assembly line. Hyundai and its team members contribute nearly \$1 million annually to charitable and community initiatives focused on education, workforce development, health and wellness, environmental stewardship, and cultural enrichment.

In the first half of 2026 alone, Hyundai has supported countless STEM education programs, robotics competitions, scholarships, and community organizations across Alabama. Great corporate partners like Hyundai are helping build the workforce that will drive Alabama’s economy for generations to come.



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- HELENA DUNCAN, PRESIDENT AND CEO OF THE BUSINESS COUNCIL OF ALABAMA

Through partnerships with schools and workforce training programs, Hyundai is helping equip students with the skills needed for careers in advanced manufacturing and emerging technologies.

As America celebrates 250 years of independence, Alabama's automotive industry offers a powerful example of

what American manufacturing looks like in the 21st century.

From the vehicles rolling off assembly lines in Montgomery to the suppliers, engineers, and skilled workers who make production possible, Alabama continues to demonstrate that world-class products can be designed, built, and delivered from right

here in the USA.

Twenty years ago, Hyundai chose Montgomery, and the company's success stands as a testament to the enduring strength of American manufacturing and the opportunities created when businesses invest in people, communities, and innovation.

The Business Advocate is published by the Business Council of Alabama, a non-partisan, statewide business association representing the interests and concerns of nearly 1 million working Alabamians through its member companies and its partnership with the Chamber of Commerce Association of Alabama. For more information on the Business Council of Alabama, please contact us at (334) 834-6000 or visit us online at bcatoday.org.