

DETROIT REGIONAL OVERVIEW

2026 EDITION

**A GUIDE TO INVESTING IN
THE DETROIT REGION**



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THE DETROIT REGION: THE SMART CHOICE FOR BUSINESS GROWTH

**A MESSAGE FROM JUSTIN ROBINSON, PRESIDENT & CEO,
DETROIT REGIONAL PARTNERSHIP**

As you consider expanding your business in the North American market, I invite you to explore the opportunities the Detroit Region offers. At the Detroit Regional Partnership (DRP), we help companies navigate every stage of the expansion process, from evaluating location advantages to successfully launching new operations.

Since 2019, our team has guided more than 1,200 global companies through their U.S. expansion plans and helped more than 140 select the Detroit Region for major investments.

The Detroit Region offers one of the largest and most highly skilled workforces in the United States, with 2.6 million workers specializing in engineering, manufacturing, and technology. With a deep legacy of innovation, the region remains a global leader in designing, engineering, and producing advanced products.

141

**PROJECTS
SUPPORTED**

\$5.1B

**IN DIRECT
INVESTMENT**

16,456

**DIRECT JOBS FROM
2020-2025**

Located at the center of North America, the Detroit Region provides direct access to key U.S. and Canadian markets through five international border crossings and a world-class airport with service to more than 140 destinations worldwide.

More than 1,400 foreign-owned companies already operate successfully in the region. DRP serves as a single point of contact, connecting companies with the data, partners, incentives, talent, and development-ready sites needed for successful expansion.

We welcome the opportunity to work with you and demonstrate why the Detroit Region is the smart choice for your company's next investment.



Best regards,

Justin Robinson

President & CEO

Detroit Regional Partnership

✉ Justin.Robinson@DetroitRegionalPartnership.com

DRP BUSINESS EXPANSION SERVICES

The Detroit Regional Partnership

(DRP) serves as the lead economic development agency for the Detroit Region, helping more than 250 companies per year explore our region for potential investment opportunities. Since our inception in 2019, we have helped more than 140 companies invest \$10.8 billion and create more than 42,000 new jobs in our region.

Funded by leading private and public sector stakeholders to attract the next generation of companies and technologies, our team of more than 30 highly experienced professionals provide the following confidential services at no-cost to companies.

For more information, visit detroitregionalpartnership.com.

CONTACT US TO LEARN MORE

Alan M. Weber, EdD

Managing Vice President,
Business Development,
Detroit Regional Partnership



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SINGLE POINT OF CONTACT

- | Connect with our vast network of resources and partners through one convenient contact.

PROJECT MANAGEMENT

- | Overcome any challenges your project may face with help from our team of experts.

REGIONAL DATA

- | Request information and access verified data about the Detroit Region's business ecosystem.

INDUSTRIAL SITE READINESS

- | The DRP's Verified Industrial Properties (VIP) program is designed to help companies find the best available industrial sites in the Detroit Region. Our catalog of pre-vetted properties ensures you have access to reliable data, making your site selection process seamless and efficient. Plus, VIP by DRP offers the opportunity to unlock up to \$100,000 in project support.

[Click here](#) to learn more about the VIP program and all it has to offer.

SITES AND BUILDINGS

- | Consult with our team about available real estate to find the perfect site for your project.

SECURING INCENTIVES

- | Discover local incentive programs and negotiate a comprehensive package with our help.

TALENT SOLUTIONS

- | Learn about our region's skilled talent pool directly from our workforce community.

MARKET VISITS

- | Explore the Detroit Region virtually or in person to experience life in our community.

PRIVATE SERVICE PROVIDER CONNECTIONS

- | Network with technical experts who can assist with your project's legal and financial issues.

AN INTRODUCTION TO THE REGION

KEY REGIONAL FACTS

REGIONAL GDP: **\$391B**

POPULATION: **5.5M**

WORKFORCE: **2.6M**

HOME TO **1,400+ FOREIGN FIRMS**
FROM **38 COUNTRIES**

**#2 U.S. INTERNATIONAL
AIRPORT (DTW) FOR CUSTOMER
SATISFACTION BY JD POWER**

**#4 LOWEST COST OF LIVING
AMONG LARGE U.S. METROS**

**#4 BEST STATE FOR COST OF
DOING BUSINESS BY CNBC**

**#4 STATE FOR WORKFORCE
DEVELOPMENT BY SITE
SELECTION MAGAZINE**

**20% OF THE WORLD'S
FRESHWATER SITS IN
THE GREAT LAKES**

LOCATION, ECONOMY & DEMOGRAPHICS

The Detroit Region holds a prominent and strategic position in the heart of North America. It is a gateway for trade, manufacturing and transportation.

Located in the Midwest, Detroit is at the confluence of major international and domestic trade routes.

CANADA

DETROIT
REGION

TORONTO

CHICAGO



KEY REGIONAL INDUSTRIES



MOBILITY

The Detroit Region is the Global Epicenter of Mobility, hosting automotive operations from 25 OEMs, 96 of the top 100 suppliers, and 10 assembly plants producing 1.7 million vehicles annually.

#1 destination for investment in automotive, battery, and EV technology with \$36 billion in OEM and automotive supplier investments between 2020-2024.

The state drives \$16.9 billion annually in mobility and automotive R&D, accounting for 55% of the U.S. total.



ADVANCED MANUFACTURING

#1 in the nation for manufacturing technology talent density, including assemblers, fabricators, and tool & die makers, with nearly seven times the concentration of the average U.S. region.

Ranked #5 U.S. Metro for manufacturing talent, employing 284,000 workers.

Michigan is a Top 10 state for aerospace attractiveness, based on the concentration of electrical and mechanical engineers along with manufacturing-friendly laws.



TECHNOLOGY & INNOVATION

The region is home to nearly 40,000 software developers in the metro area and more than 97,000 technology workers.

A leading center for AI & machine learning innovation, Detroit ranks among the nation's Top 10 metros for technology patents issued each year.

The Detroit Region is a top location for unicorn companies, with six companies founded here with a total valuation of more than \$10 billion.

WHAT BUSINESS LEADERS ARE SAYING

EXPANDING OUR PRESENCE IN DETROIT SUPPORTS OUR BUSINESS GROWTH STRATEGY AND HELPS US TO ESTABLISH A LARGER FOOTPRINT IN THE U.S. TO FURTHER GROW AND DEVELOP STRATEGIC RELATIONSHIPS WITHIN THE AUTOMOTIVE INDUSTRY.... IT'S IMPORTANT FOR US TO BE IN DETROIT TO BE NEAR THE KEY CUSTOMERS."

 WirelessCar

Martin Rosell,
Chief Executive Officer
at WirelessCar

A KEY FACTOR IN OUR DECISION WAS THE TALENTED WORKFORCE IN MICHIGAN THAT WILL BE A CRITICAL FACTOR IN THE SUCCESS OF OUR BUSINESS. WE COULDN'T BE MORE EXCITED ABOUT THE FUTURE IN MICHIGAN."


AJG AEROSPACE

Andrew Greenlee
Chairman,
AJG Aerospace

THIS NEW INVESTMENT IN MICHIGAN REPRESENTS A SIGNIFICANT STEP FORWARD IN EXPANDING OUR ADVANCED ENGINEERING AND MANUFACTURING CAPABILITIES ACROSS OUR FACILITIES, WHILE CREATING HIGH-QUALITY JOBS FOR MICHIGANDERS."

 RHEINMETALL

Matt Warnick
CEO of American
Rheinmetall

THIS FACTORY IS MORE THAN AN INNOVATIVE FACILITY WHERE WE MANUFACTURE TRANSPARENT INSULATION, IT'S A PLACE WHERE WE BUILD OPPORTUNITY FOR LOCAL RESIDENTS. DETROIT HAS ALWAYS BEEN AT THE FOREFRONT OF AMERICAN MANUFACTURING, AND THIS PROJECT REFLECTS THAT SPIRIT OF INNOVATION AND COMMUNITY. WE'RE PROUD TO GROW HERE, HIRE HERE, AND CONTRIBUTE TO THE CITY'S CONTINUED MOMENTUM."

 LUXWALL

Scott Thomsen
CEO and Founder
of LuxWall

SUCCESS STORIES

ASTEMO

Astemo, a Japanese global mega-supplier of automotive systems selected Wixom for its new regional headquarters to build a 26-acre campus with an 185k-square-foot office and engineering lab, testing facility and test track. The \$95M investment will add 200 jobs in Oakland County, and is the first company to land on a VIP by DRP property.

"Our new Wixom facilities will provide us with the space needed to further develop and showcase our cutting-edge technology, attract additional engineering talent and strengthen our collaboration with customers."

– **Tim Clark**, President & CEO, Astemo America

Astemo

LUCID MOTORS

With 30,000 square feet of office space and 75,000 square feet of lab space, EV maker Lucid Motors has established an engineering and R&D hub in Southfield. The firm scouted sites for more than a year and looked at multiple states, including Texas and Ohio.

"We want to track the best talent out there," said Lucid VP **Gale Halsey**. "There is no place like Michigan."

LUCID



REGIONAL FEATURES

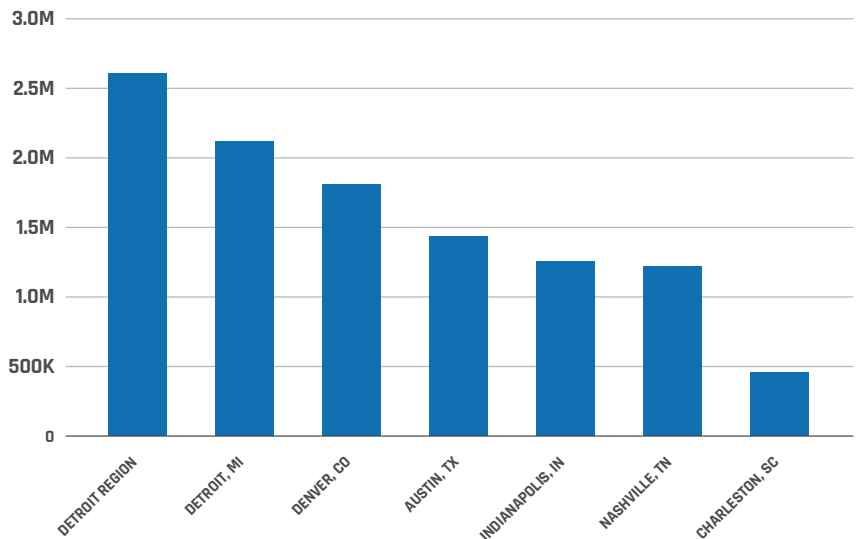
TALENT & WORKFORCE

AN IDEAL HUB FOR BUSINESS WITH A LARGE, SKILLED WORKFORCE & STRONG TALENT PIPELINE

SIZE

The Detroit Region's large workforce allows companies to successfully launch from day one and scale as growth demands.

The Detroit Region's talent scale advantage is massive — at **2.6 million workers**, it would take even fast-growing regions like Denver or Austin multiple decades to catch up.



ABOVE: THE DETROIT REGION ALREADY OFFERS MORE WORKERS THAN OTHER MARKETS, AND IS SET TO CONTINUE OUTPACING THEM OVER THE NEXT DECADE. SOURCE: LIGHTCAST

SKILLS

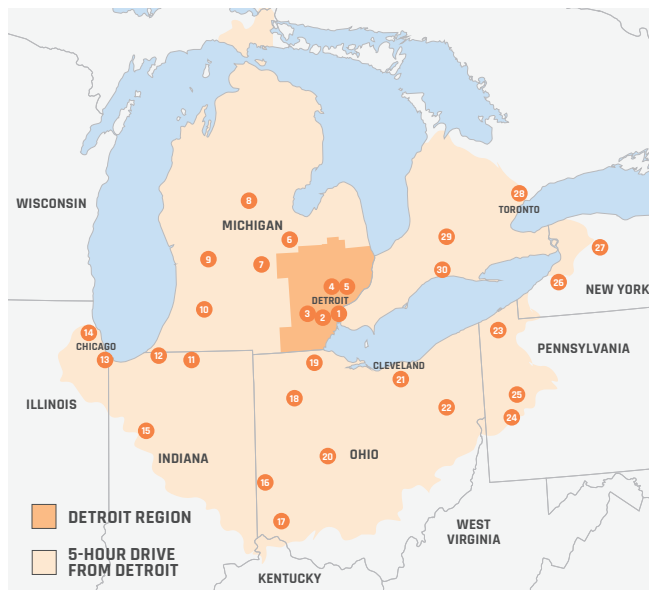
The Detroit Region boasts an innovation-driven, uniquely skilled workforce capable of supporting the full spectrum of talent needs.

With expertise spanning from concept to mass production, our workforce is prepared to address the full set of needs required for next-generation mobility, advanced manufacturing, and clean energy technologies.

There are nearly **98,000 technology workers** in the Detroit Region including **nearly 40,000 software developers and programmers**.

The Detroit market ranks **#1 for engineering talent density** and **#3 for total engineers and technicians**.

SELECT COLLEGES AND UNIVERSITIES WITHIN A 5-HOUR DRIVE



ABOVE: NEARLY HALF A MILLION ANNUAL DEGREES AWARDED IN A 5-HOUR DRIVE TIME PROVIDES ACCESS TO AN EXTENDED TALENT POOL

MAP KEY

- | | | |
|------------------------------|-------------------------------|---------------------------------|
| 1. WAYNE STATE UNIVERSITY | 11. NOTRE DAME | 21. CLEVELAND STATE UNIVERSITY |
| 2. EASTERN MICHIGAN UNIV. | 12. INDIANA UNIVERSITY | 22. YOUNGSTOWN STATE UNIV. |
| 3. UNIVERSITY OF MICHIGAN | 13. UNIVERSITY OF ILLINOIS | 23. PENN STATE UNIVERSITY |
| 4. LAWRENCE TECH UNIVERSITY | 14. NORTHWESTERN UNIVERSITY | 24. CARNEGIE MELLON UNIVERSITY |
| 5. OAKLAND UNIVERSITY | 15. PURDUE UNIVERSITY | 25. UNIVERSITY OF PITTSBURGH |
| 6. SAGINAW VALLEY STATE | 16. MIAMI UNIVERSITY | 26. BUFFALO STATE UNIVERSITY |
| 7. MICHIGAN STATE UNIVERSITY | 17. UNIVERSITY OF CINCINNATI | 27. UNIVERSITY OF BUFFALO |
| 8. CENTRAL MICHIGAN UNIV. | 18. BOWLING GREEN STATE UNIV. | 28. UNIVERSITY OF TORONTO |
| 9. GRAND VALLEY STATE UNIV. | 19. UNIVERSITY OF TOLEDO | 29. UNIVERSITY OF WATERLOO |
| 10. WESTERN MICHIGAN UNIV. | 20. OHIO STATE UNIVERSITY | 30. WESTERN UNIVERSITY - CANADA |



TALENT PIPELINE

The Detroit Region's top-notch universities and community colleges support a highly educated, dynamic workforce that offers stability and adaptability.

Nearly **240,000 students** are enrolled in the region's **34 colleges and universities**, which graduate more than 66,000 annually.

More than **1.7 million residents** in the region have earned an **associate degrees or higher** and the vast majority (**1.5 million**) hold a **bachelor's degrees or higher**.

DID YOU KNOW?

THE DETROIT REGION INVESTS \$220 MILLION ANNUALLY IN THE LOCAL WORKFORCE TO SUPPORT COMPANIES.

TO LEARN MORE ABOUT OUR WORKFORCE AND ACCESS FUNDING, THE DRP'S DEDICATED TALENT SOLUTIONS TEAM IS AVAILABLE TO SUPPORT.

INFRASTRUCTURE & CONNECTIVITY



INFRASTRUCTURE FACTS

The Detroit Region's infrastructure advantage is not just scale - it's integration + location + cross-border access.

- | 180 million people live within a 10-hour drive of the Detroit Region.
- | Access to 4 of 7 class 1 railroads operating along ~3,600 miles of rail statewide.
- | Detroit is the 4th largest distribution hub in the nation.
- | The Detroit Region's transportation network includes more than 15 airports and 2,100 miles of highways and interstates that connect nationally and internationally.
- | There are seven cargo ports in the Region, including one the nation's largest steel handling ports.
- | The Region's port infrastructure has grown through investments totaling over \$115 million.

DETROIT METRO AIRPORT

- | More than 34 million passengers travel through DTW annually.
- | DTW offers 1,100 flights daily.
- | Ranked the #2 U.S. Airport for Customer Satisfaction in 2025 by J.D. Power.

HIGHWAY CONNECTIVITY

- | 2,047 Miles of Highways & Interstates
- | I-94 starts in Port Huron, MI and travels through Chicago, IL to Seattle, WA and internationally to Toronto, Canada.
- | I-75 connects Michigan to Canada and all the way to southern Florida.
- | The new \$5.7 billion Gordie Howe Bridge (opening in 2026), will be the longest cable-stayed bridge in North America and experts estimate the new crossing will save approximately 850,000 hours per year for commercial trucks by providing direct highway-to-highway connections between Detroit and Windsor.
- | The Detroit Region is the busiest North American border crossing, and the Region will have five border crossings with Canada when the Gordie Howe Bridge opens in 2026.

REGIONAL FEATURES

BEST LIFE, BEST OPPORTUNITIES

LAKE SUPERIOR

COMBINING VIBRANT AND DIVERSE nightlife with abundant four-season recreation opportunities, from scenic waterfront parks to world-class sports and cultural attractions, the Detroit Region offers an exceptional quality of life. Affordable housing options across a variety of welcoming neighborhoods provide residents with a high standard of living without the high costs found in other major metro areas. Our dynamic region provides the perfect balance of excitement, accessibility, and community for individuals and families alike.

Sports fans in the Detroit Region love the fact that they can attend professional athletic events on a year-round basis, thanks to the presence of big-league teams in all five major American sports. This includes the Detroit Tigers of Major League Baseball; the Detroit Lions of the National Football League; the Detroit Red Wings of the National Hockey League; the Detroit Pistons of the National Basketball Association; and the Detroit City Football Club of the United Soccer League.

On top of that, Detroit is the only U.S. city where all four major league teams play in the downtown area.



#1 RIVERWALK
IN THE UNITED STATES
FOR THREE YEARS



2,600 PARKS



LONGEST FRESHWATER SHORELINE
IN THE UNITED STATES

LAKE MICHIGAN

LAKE HURON

FROM LEFT: DETROIT'S EASTERN MARKET, THE LARGEST OPEN-AIR FARMER'S MARKET IN THE NATION; SAILING ON LAKE ST. CLAIR; BELLE ISLE PARK IN THE DETROIT RIVER

EASTERN MARKET PHOTO:
MICHAEL BARERA



DETROIT REGIONAL PARTNERSHIP

ONE REGION TOGETHER

To learn more about the Detroit Region
and the Detroit Regional Partnership, visit
detroitregionalpartnership.com/contact-us/

