DRP SUCCESS STORY

Lucid Motors Chooses the Detroit Region for Engineering Growth

What began as early conversations with Lucid Motors about the Detroit Region's automotive and engineering talent developed into a significant expansion opportunity. DRP had been engaged with the California-based EV company since 2022, building its understanding of the region and the resources available to support its growth.

As Lucid considered expanding its engineering operations, the opportunity grew substantially in scope. The company ultimately selected Southfield for a new engineering center and corporate offices, committing to 262 high-wage jobs and approximately $10 million in capital investment.

THE IMPACT

$10
CAPITAL INVESTMENT

262
NEW HIGH-WAGE JOBS

30K+ SF
INITIAL FOOTPRINT



LUCID MOTORS OPENS A NEW OFFICE IN SOUTHFIELD TO ATTRACT ENGINEERING TALENT.

MAKING THE CASE FOR THE DETROIT REGION

Talent quickly became a key consideration as Lucid evaluated where to grow its engineering operations. The company needed access to engineers and technical professionals with the specialized experience to support the next generation of its electric vehicle technology.

DRP provided customized workforce research and market intelligence to demonstrate the depth of the Detroit Region's automotive and engineering talent. That analysis gave Lucid a clearer view of the workforce available in the region and how it aligned with the company's technical and hiring needs.

MOBILIZING PARTNERS AROUND THE OPPORTUNITY

Lucid was considering several options for its expansion, including locations near its existing operations in Arizona and California, as well as other metropolitan markets such as Dallas. Competing for the project required a coordinated effort to demonstrate Michigan's commitment to the company's growth.

DRP worked with MEDC and Oakland County to coordinate a unified regional and state response, facilitating engagement between Lucid leadership and key partners, including the Governor's Office, to strengthen Michigan's business case and demonstrate support for the company's growth. DRP also supported the development of a competitive incentive package, including a $6 million performance-based Michigan Business Development Program grant tied to Lucid's job creation and investment commitments.

FROM OPPORTUNITY TO INVESTMENT

Lucid's decision established a significant new engineering presence in Southfield and the company's first major U.S. engineering and R&D hub outside of its headquarters and manufacturing operations. Its initial footprint includes more than 30,000 square feet of office space, with plans for additional commercial, laboratory and high-bay space as operations grow.

What began as a smaller engineering expansion grew to more than three times its original projected job count, adding another major EV company to the Detroit Region's automotive and mobility ecosystem.