Audi and the Middle Georgia Economy

Preliminary economic impact study through 2040

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Audi's proposed manufacturing facility would establish a major new source of employment and production in Middle Georgia. The central scenario in this study supports approximately 9,000 annual jobs and $8.54 billion in annual gross economic output once normal operations are reached. That includes the announced 4,500 plant jobs, with an estimated 4,500 additional jobs supported through suppliers and household spending. Estimated annual wages and salaries total $486 million across the modeled regional footprint.

Key operating results at constant 2026 prices

Central scenario	Annual operations from 2031
Audi direct jobs	4,500
Total regional jobs supported	9,000
Gross economic output	$8.54 billion
Wages and salaries	$486 million

Peach County would host the factory. Houston and Macon-Bibb counties are the other primary areas of focus, with opportunities extending across the 11-county Middle Georgia region through employment, business purchases, housing demand, and services. The extent of those gains will depend on where employees live and how much purchasing local businesses can capture.

The analysis separates temporary construction activity from recurring operations and reports five full operating years for 2031-2035 and ten for 2031-2040. It uses a conservative 40 percent construction share of the announced $4 billion investment, and provides alternative operating and construction assumptions.

Status and interpretation. Estimates are conditional on project implementation. Corporate approvals remained pending in the official information available as of October 29. Regional effects are analyst-selected scenarios informed by historical RIMS II tables and automotive studies; they are not newly estimated BEA multipliers for the 11 counties. Dollar results are rounded. The 2026 price basis uses the January-September average where price indexes are available. [1-7]

Project facts and the scope of this study

The announced investment establishes the scale of the proposed project, but several inputs needed for a complete economic impact model are not yet public. This report distinguishes reported commitments from the assumptions used to translate them into regional estimates. [1-4]

Table 1 Project record and analytical assumptions

Item	Reported information or modeling treatment
Capital investment	Approximately $4 billion; modeled as a fixed nominal budget
Plant employment	Approximately 4,500 jobs at mature operation
Annual production capacity	Up to 200,000 premium SUVs
Location	Middle Georgia Megasite in Peach County
Development schedule	Grading in 2027; principal construction from 2028
Normal operations	First full operating year modeled as 2031
Startup assumption	Partial production and hiring in 2030
Wage anchor	Reported average annual pay above $63,000
Remaining detail	Capital allocation, supplier purchases, residence patterns and incentives

The $4 billion announcement is treated as total investment. It is not described as a building-only contract. Structures, site development, production machinery, tooling, services, and other expenditures can have very different regional effects. The construction module counts only the assumed structures and site-development portion. It does not multiply the complete investment by a construction coefficient.

The operating module estimates activity associated with the facility at the announced employment scale. It is a gross economic footprint under specified assumptions, rather than a forecast of Audi's corporate financial statements. It does not establish the project's net fiscal return, profitability, or benefit-cost ratio.

The production date follows the state's full-production schedule. A 2030 startup is included to accommodate commissioning and initial operations. The assumptions allow staffing to precede output: the plant averages 75 percent of its mature direct workforce during startup, while production and secondary activity average 50 percent. These are planning assumptions rather than an announced hiring schedule.

The study provides annual results through 2040 and cumulative totals to the two requested horizons. No probability discount is applied for pending approval. The estimates instead answer a conditional question: what scale of activity could this project support if implemented under the stated assumptions?

The region and its three primary counties

Middle Georgia is defined here as the 11-county region identified by the Georgia Department of Economic Development: Baldwin, Crawford, Houston, Jones, Macon-Bibb, Monroe, Peach, Pulaski, Putnam, Twiggs, and Wilkinson. [5]

Peach, Houston, and Macon-Bibb are the principal focus because they participate in the project's development partnership and encompass the host site and nearby population and business centers. The report does not assign unsupported percentages of total impact to individual counties. The factory's direct jobs would be located at the Peach site, while employment at suppliers and services would be located at those establishments.

Table 2 Geographic focus and prospective channels

Primary area	Principal channels to assess
Peach County	Factory employment and production; site utilities; nearby services; housing and transportation demand
Houston County	Workforce participation and commuting; supplier and service activity; housing and business capacity
Macon-Bibb County	Workforce access; logistics and professional services; health care, education and other regional services

The other eight counties can participate through labor supply, industrial sites, suppliers, services, and household demand. These channels will differ across communities. Reliable transportation, industrial infrastructure, business capabilities, and available housing will influence where activity occurs. Benefits may also extend beyond the 11-county boundary, including to other counties served by MGA.

The historical multiplier geography must be distinguished from this study region. The supplied RIMS II tables cover Bibb, Bleckley, Dodge, Houston, and Laurens. Only Bibb and Houston overlap the 11-county definition. Peach is absent. Consequently, the study treats those coefficients as historical proxies and benchmarks, not as a measured 11-county model. Replacing a county label would not correct that difference. [6-7]

A later county-level assessment should use employee-residence information, commuting patterns, procurement locations, supplier commitments, and infrastructure plans. Dividing the regional total among counties by population would imply a precision that the available evidence does not support. The modeled secondary jobs are assumed to occur within Middle Georgia; the multiplier scenarios represent alternative levels of regional retention.

How the regional estimates are constructed

The model separates Audi's direct activity from the businesses and households connected to it. Direct operations are anchored to the proposed workforce, production capacity, and wage announcement. Secondary employment is then estimated using a selected total-to-direct employment factor. Secondary output and wages are linked to those additional jobs using explicitly stated per-job assumptions.

This approach avoids combining an assembly-specific revenue estimate with a broad automotive-parts employment coefficient that implies a different number of plant workers. It also prevents a large gross-sales estimate from mechanically producing secondary activity at an implausibly high output per worker. The result is a transparent scenario model, rather than a complete regional input-output reconstruction.

Table 3 Selected operating assumptions in 2026 dollars

Scenario driver	Lower	Central	Upper
Total jobs per Audi job	1.75	2.00	2.50
Additional jobs per Audi job	0.75	1.00	1.50
Secondary output per job	$200,000	$250,000	$300,000
Secondary wages per job	$45,000	$45,000	$45,000
Production utilization	70%	80%	100%

The lower employment factor is close to the historical aggregate automotive coefficient of 1.7466. The central and upper factors allow stronger supplier and household linkages associated with a new assembly plant, but remain below the statewide Hyundai Georgia and BMW South Carolina comparisons discussed next. They are not measured Middle Georgia coefficients or statistical confidence limits.

For output, the historical aggregate table implies approximately $228,000 of secondary output per secondary job in 2021 dollars. The Volkswagen Tennessee portfolio study implies about $214,000 in 2024 dollars. The selected $200,000-$300,000 range is an explicit approximation for the mix of supplier and service activity, not a price-index conversion of either comparator. The $250,000 central assumption is selected within the stated sensitivity range, informed by these benchmarks and allowing for differences in prices and industry composition. [7,14]

The central employment factor supports 4,500 secondary jobs. At $250,000 of output and $45,000 of annual wages per secondary job, these positions represent $1.125 billion in secondary output and $202.5 million in wages. Those values are added once to Audi's independently estimated direct output and payroll. Supplier purchases and household effects are not added again as separate projects.

What operating automotive regions tell us

An assembly plant can create linkages absent from the region when historical multiplier tables were built. That is a reason to test different assumptions, but it does not establish that every historical multiplier is too low. A newer plant may import most components, and household spending may occur outside the study area. The relevant question is how much activity the region can retain.

Table 4 Employment comparisons and their boundaries

Benchmark	Employment factor	Scope and interpretation
Supplied RIMS II aggregate	1.7466	Five counties; vehicles, bodies, trailers and parts; 2021 regional data
Hyundai study by CAR	2.9	Georgia statewide EV assembly, battery and electrical investment scenario
BMW study	3.5	South Carolina statewide footprint of an established plant and supplier network
Volkswagen Deloitte study	2.73	Tennessee portfolio including manufacturing, corporate activity and dealers

The CAR study reports 13,100 direct Georgia jobs and 37,900 total jobs for its investment scenario. The BMW study explicitly identifies a 3.5 employment multiplier. These are broader statewide economies with different direct activities and supply chains. They establish useful context for the selected regional factors of 1.75, 2.00, and 2.50; they do not provide a mathematical conversion to Middle Georgia. [12-14]

The detailed historical rows for automobile manufacturing and light-truck/utility-vehicle manufacturing contain output entries of 1.0000 and zeros for other effects. Those entries cannot describe a proposed 4,500-worker plant. The available aggregate row largely reflects a different automotive industry composition and is therefore retained as a benchmark rather than applied directly to all Audi shipments. [6-7]

The resulting effective output factors in this study are approximately 1.10, 1.15, and 1.22. These are lower than the historical aggregate output factor of 1.3458 even though the central employment factor is higher. This is not contradictory: final vehicle assembly has much larger shipments per direct worker than many parts and service businesses. A large amount of factory output can embody components produced outside the region.

A stronger local supplier base could increase secondary activity over time. The central projection does not assume automatic growth in the multipliers through 2040. The upper case illustrates stronger linkages and production, while holding the announced direct plant workforce at 4,500. Actual supplier commitments should replace these assumptions as they become available.

Estimating factory production and direct output

Direct manufacturing output is estimated using two complementary methods. The first applies national assembly-industry shipments per employee to the announced workforce. The second values production scenarios within the announced capacity. Both methods measure manufacturing activity rather than vehicle retail spending.

Table 5 Employment-based output benchmark

Benchmark input	Value
2024 U.S. automobile and light-duty shipments	$391.717 billion
2024 industry employees	245,753
Calculated shipments per employee	$1.594 million
Output implied by 4,500 employees	$7.173 billion in 2024 dollars
Same benchmark at 2026 YTD prices	$7.389 billion

The Census inputs refer to the same industry and reference year. They provide a more appropriate denominator than Audi group revenue divided by worldwide employment, which combines different businesses and functions. The estimate remains sensitive to capital intensity, outsourcing, model mix, productivity, and utilization at the Georgia plant. [8-9]

The production method uses 200,000 units of rated capacity, utilization assumptions of 70, 80, and 100 percent, and an illustrative factory value of $45,000 per vehicle in 2024 dollars. The value is informed by BMW Spartanburg's 2024 export value of $10.1 billion for nearly 225,000 vehicles, approximately $44,900 each. Export valuation is a proxy; it is not an observed Audi selling price. [2,10]

The automobile producer-price index increases this proxy to approximately $46,360 at the January-September 2026 price level. The resulting central direct output is $7.418 billion, close to the independently calculated Census benchmark of $7.389 billion. That agreement supports the scale of the estimate but does not eliminate uncertainty. [15]

Audi Mexico's 2025 factsheet reports 146,784 vehicles and 4,943 employees. That is approximately 30 vehicles per employee, while the central Georgia case implies about 36. Employment definitions and the degree of production performed in-house differ across plants. The comparison is used only as a reasonableness check. [11]

Capacity utilization describes normal annual output relative to nameplate capacity. Calling 2031 the first full operating year does not require assuming that every unit of rated capacity is sold. The central case assumes stable annual production of 160,000 vehicles.

Annual operating results

Table 6 Mature operating scenarios at constant 2026 prices

Annual measure	Lower	Central	Upper
Vehicles produced	140,000	160,000	200,000
Audi direct output	$6.49 billion	$7.42 billion	$9.27 billion
Secondary output	$0.68 billion	$1.12 billion	$2.02 billion
Total regional output	$7.17 billion	$8.54 billion	$11.30 billion
Audi direct jobs	4,500	4,500	4,500
Secondary jobs	3,375	4,500	6,750
Total jobs supported	7,875	9,000	11,250
Wages and salaries	$435.4 million	$486.0 million	$587.2 million

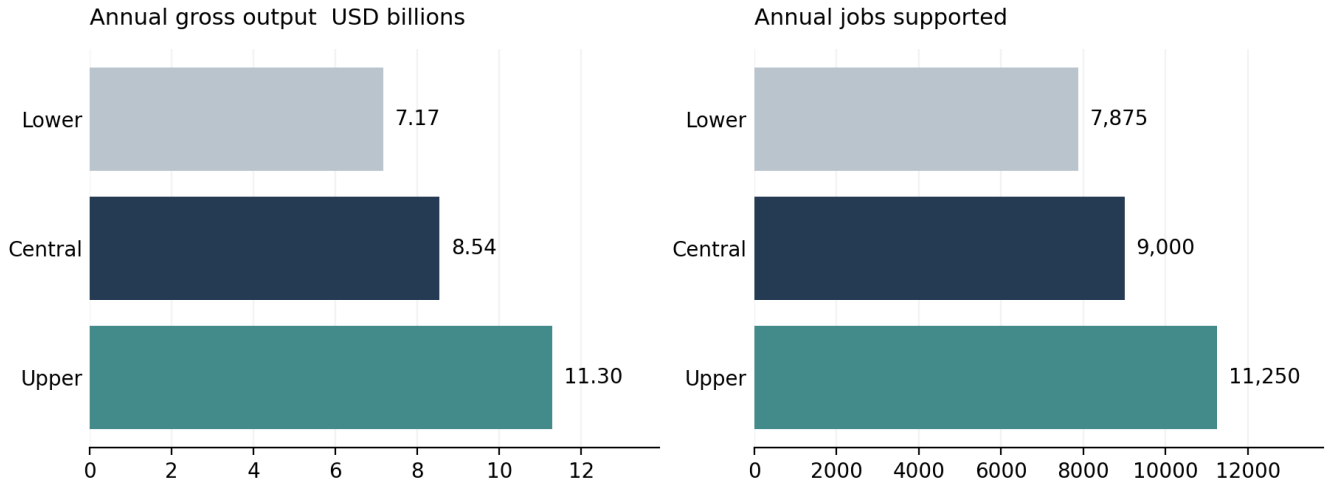


Figure 1 Selected operating scenarios. The ranges vary utilization, regional employment linkages, and secondary output per job. They are sensitivity cases, not probability bounds.

The central case supports 9,000 jobs each year, including 4,500 at Audi and 4,500 elsewhere in the modeled region. Approximately $283.5 million of the $486 million wage estimate is direct plant payroll. The remaining $202.5 million arises from the assumed secondary employment and annual cash earnings per supported job.

The $45,000 secondary wage assumption accommodates a mixture of manufacturing, business services, consumer services, and part-time jobs. It is not a measured wage for announced Audi suppliers. A $5,000 change in this assumption changes central annual regional wages by $22.5 million. Benefits and employer payroll contributions are excluded from the reported wages and salaries.

Construction and the initial investment

The central construction case assigns 40 percent of the announced investment to eligible structures and site development. This represents $1.6 billion of nominal spending across 2027-2030. The remaining $2.4 billion is left outside the quantified construction module because its composition and regional sourcing are not established. This exclusion does not mean that equipment installation or other services have no local value; it avoids counting unspecified amounts as construction.

Land transfers do not by themselves create new output. Production equipment manufactured elsewhere does not create local equipment-manufacturing output, although installation, distribution, engineering, and logistics can generate local activity. Those services should be added only when identified and shown not to be included already. Public infrastructure also requires a separate cost schedule. [18]

Table 7 Central construction schedule

Year	Investment budget nominal $m	Eligible construction nominal $m	Construction output real $m	Jobs supported
2027	400.0	160.0	238.5	952
2028	1,200.0	480.0	698.2	2,787
2029	1,600.0	640.0	908.2	3,625
2030	800.0	320.0	443.0	1,768
Total	4,000.0	1,600.0	2,288.0	9,132 job-years

The central construction case generates $2.29 billion in cumulative gross output and approximately 9,132 job-years, equivalent to an average of 2,283 jobs supported annually over four years. Estimated wages and salaries total $598 million in constant 2026 dollars. The peak modeled construction year is 2029.

Employment uses the detailed nonresidential structures coefficient of 8.4133 jobs per $1 million of 2021 output. Spending is first converted to the required price basis. Direct construction job-years are derived using the same row's direct-effect employment factor of 1.4647. The output coefficient is 1.5282. These are historical geographic proxies, with unchanged production relationships. [6,16]

Cash earnings use $75,000 per direct construction job-year and $45,000 per secondary job-year. The direct assumption is close to Georgia construction average weekly earnings of $1,429.16 in 2025, equivalent to $74,316 over 52 weeks. Both wage assumptions are held constant in real terms. [17]

Larger construction shares and omitted spending

Table 8 Construction allocation sensitivity for 2027 through 2030

Construction share	Nominal eligible spending $b	Real total output $b	Job-years	Real wages $m
40%	1.60	2.29	9,132	598.0
50%	2.00	2.86	11,415	747.5
60%	2.40	3.43	13,698	897.0

The 50 and 60 percent cases illustrate the effects of a larger structures and site-development component. They do not increase the announced investment above $4 billion. They reclassify more of that fixed budget as eligible construction. The 40 percent case is used throughout the central project totals.

Construction-related output includes the direct construction amount and its modeled secondary effects. The complete $4 billion investment is not then added to that total. Likewise, the study does not separately add an assumed payroll or materials bill to a construction effect that already contains those activities.

The budget is allocated 10 percent in 2027, 30 percent in 2028, 40 percent in 2029, and 20 percent in 2030. Because the announcement does not specify a price year, the study preserves the $4 billion as a nominal spending envelope. A 2.5 percent annual price assumption translates each future allocation into constant 2026 purchasing power. This produces approximately $1.497 billion of eligible real construction spending in the central case.

A project with imported production machinery may produce large future manufacturing output even if its local construction expenditure is a smaller fraction of total investment. Capital intensity and geographic sourcing are different questions. The conservative construction treatment therefore does not reduce the announced plant employment or the assumed operating capacity.

The unmodeled capital categories could add regional activity if their local content is documented. These include engineering and design, installation outside the construction contract, training, commissioning, logistics, and locally produced equipment. Adding them would require category-specific spending and regional purchase estimates. Such additions should replace the current exclusion rather than be layered on top of an undifferentiated $4 billion multiplier calculation.

Construction job-years describe work supported over time. They are neither unique persons nor permanent positions. The same worker may be represented in more than one year, and multiple short-duration assignments may comprise a job-year. The annual employment estimates should be used when discussing the near-term workforce requirement.

Annual activity from development to full operations

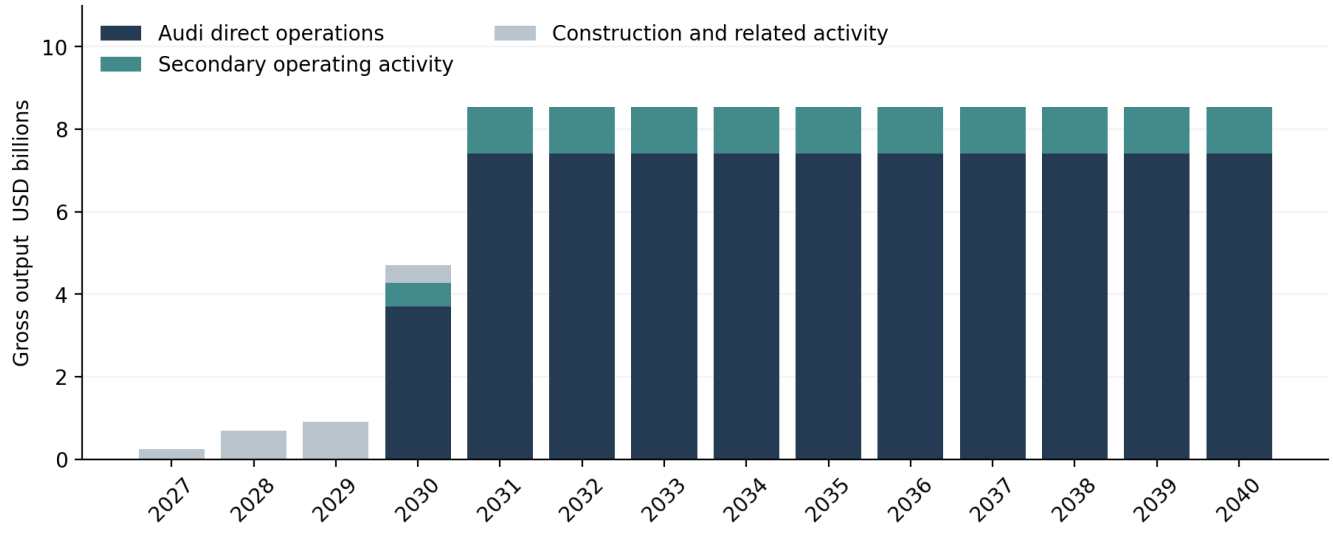


Figure 2 Central scenario at constant 2026 prices. Construction and startup overlap in 2030. Real annual operations remain constant from 2031 through 2040.

Table 9 Annual central results

Year	Construction output $b	Operating output $b	Total output $b	Wages $m	Jobs supported
2027	0.24	0.00	0.24	62.3	952
2028	0.70	0.00	0.70	182.5	2,787
2029	0.91	0.00	0.91	237.4	3,625
2030	0.44	4.27	4.71	429.7	7,393
2031	0.00	8.54	8.54	486.0	9,000
2032	0.00	8.54	8.54	486.0	9,000
2033	0.00	8.54	8.54	486.0	9,000
2034	0.00	8.54	8.54	486.0	9,000
2035	0.00	8.54	8.54	486.0	9,000
2036	0.00	8.54	8.54	486.0	9,000
2037	0.00	8.54	8.54	486.0	9,000
2038	0.00	8.54	8.54	486.0	9,000
2039	0.00	8.54	8.54	486.0	9,000
2040	0.00	8.54	8.54	486.0	9,000

Wages and jobs include construction and operations where both occur. Jobs are annual positions supported, not cumulative unique hires. The 2030 total includes 3,375 Audi direct jobs, 2,250 secondary operating jobs, and approximately 1,768 construction-related jobs. No inflation is applied to employment.

Five and ten year operating projections

The five-year window begins in 2031 and ends in 2035. The ten-year window begins in 2031 and ends in 2040. Because the central model assumes unchanged real production and employment after startup, the annual 2035 and 2040 real results equal the first full operating year. Nominal values rise under the separate inflation assumption.

Table 10 Full operating windows at constant 2026 prices

Central measure	2031 to 2035	2031 to 2040
Direct Audi output	$37.09 billion	$74.18 billion
Secondary output	$5.62 billion	$11.25 billion
Total operating output	$42.71 billion	$85.43 billion
Wages and salaries	$2.43 billion	$4.86 billion
Annual jobs supported	9,000	9,000
Cumulative operating job-years	45,000	90,000

At the selected central assumptions, five full years support $42.71 billion of gross output and $2.43 billion of wages and salaries. Ten full years support $85.43 billion and $4.86 billion, respectively. These totals represent repeated annual production and earnings flows; they do not imply that 90,000 different people receive new permanent jobs.

Table 11 Operating horizon sensitivity

Scenario	Five-year output $b	Ten-year output $b	Annual jobs
Lower	35.83	71.65	7,875
Central	42.71	85.43	9,000
Upper	56.48	112.97	11,250

A one-year delay in full operations would remove approximately one mature year of activity from each fixed endpoint, subject to the revised startup pattern. In the central case, that is approximately $8.54 billion in gross output, $486 million in wages, and 9,000 job-years. A delay does not imply that the entire project value is lost; it changes the timing and the activity counted before 2035 or 2040.

No expansion beyond the announced workforce or capacity is included. No growth in real wages, productivity, or regional supplier retention is built into the central projection. Those variables can be examined independently in later updates rather than being compounded into a single assumed growth rate.

Project totals through 2035 and 2040

Project-to-date totals add the temporary construction phase once, the partial operating year in 2030 once, and each full operating year through the specified endpoint. This broader accounting differs from the five- and ten-year operating windows. It includes expenditures beginning in 2027.

Table 12 Central output reconciliation in constant 2026 dollars

Component	Through 2035 output $b	Through 2040 output $b
Construction 2027-2030	2.29	2.29
Startup operations 2030	4.27	4.27
Full operations from 2031	42.71	85.43
Total project footprint	49.27	91.98

Table 13 Combined development and operating results

Central project measure	Through 2035	Through 2040
Gross economic output	$49.27 billion	$91.98 billion
Wages and salaries	$3.34 billion	$5.77 billion
Cumulative job-years	59,757	104,757

The central project footprint reaches approximately $49.27 billion in gross output through 2035 and $91.98 billion through 2040. These totals include $2.29 billion from the modeled construction component and $4.27 billion from startup operations. They are not additive to the operating totals presented earlier; they already contain them.

For context, the lower operating assumptions produce project output of approximately $41.70 billion through 2035 and $77.52 billion through 2040. The upper assumptions produce approximately $64.42 billion and $120.91 billion. These comparisons retain the same 40 percent construction share, allowing the operating assumptions to be evaluated separately from capital allocation.

Gross output includes transactions between businesses and therefore differs from regional GDP. Wages form part of economic output and should not be added to it as another benefit. A value-added estimate is omitted because a suitable project production-cost structure or regional coefficient is not yet available. The report also does not equate investment, payroll, or output with tax revenue.

Prices and the interpretation of future dollars

The headline tables use constant 2026 purchasing power so readers can compare activity across years. Where producer-price indexes are used, 2026 refers to the January-September average, the latest complete period available for this report. The price update does not turn a historical regional production structure into a new input-output model.

Table 14 Observed price adjustments

Price input	Earlier average	2026 YTD average	Ratio
Automobile manufacturing PPI	169.447917 in 2024	174.567889	1.030216
Industrial building PPI	146.706417 in 2021	202.355889	1.379325

The automobile PPI rebases the $45,000 vehicle-value proxy from 2024. The industrial-building PPI converts construction spending to the 2021 basis required by the employment coefficient. The dimensionless construction output factor is held constant. Wages are modeled directly using the stated 2026 cash-earnings assumptions instead of revaluing a historical earnings coefficient with a construction-price index. [15-17]

Table 15 Real and illustrative nominal annual operations

Annual central measure	2031	2035	2040
Real output $b	8.54	8.54	8.54
Illustrative nominal output $b	9.67	10.67	12.07
Real wages $m	486.0	486.0	486.0
Illustrative nominal wages $m	549.9	606.9	686.7
Annual jobs	9,000	9,000	9,000

Future nominal amounts assume 2.5 percent annual inflation after 2026. This is an analyst assumption, not a forecast issued by BLS or Audi. The same assumption deflates the fixed nominal construction budget and produces the supplementary nominal operating schedule. Inflation changes dollar values but does not create additional real production or jobs.

The wage announcement's dollar year is not specified. The central case treats $63,000 as a 2026-dollar salary anchor, so nominal future payroll rises with inflation. If the announcement instead represents a fixed nominal 2031 salary, direct real payroll would be lower than this interpretation. The workbook keeps the salary and inflation assumptions editable.

Cumulative totals are undiscounted economic flows. They are not net present values. A fiscal or benefit-cost analysis would require discounting, financing assumptions, incentives, public expenditures, displacement, and a defined counterfactual.

Workforce housing and business opportunities

The proposed workforce creates opportunities for existing residents as well as people who may move into the region. The employment results should not be interpreted as an equal number of new households. Some workers will already live locally, some will commute, and some households will include more than one employed person. Supplier hiring and turnover can also generate vacancies without an equivalent increase in the number of positions.

The MGRC's 2025 CEDS annual report identified staffing difficulties, housing supply and affordability, advanced manufacturing skills, industrial infrastructure, and transportation connections as regional priorities. These conditions affect the share of the project's activity that local residents and businesses can capture. Housing constraints or limited transportation access can increase commuting and recruitment from outside the region. [19]

A workforce assessment should translate plant and supplier activity into occupations, qualifications, and hiring dates. It should examine the availability of production workers, maintenance technicians, logistics staff, supervisors, engineers, and business professionals. Local employers will also need to plan for competition for experienced employees. Higher wages are beneficial to workers but can increase recruitment and operating costs for other firms.

Housing analysis should distinguish renters and owners, income ranges, available units, construction capacity, and commuting locations. Temporary construction workers can create a different demand pattern from the permanent operating workforce. A county may experience more residential demand even if relatively few supplier establishments locate there. These differences are a reason to avoid assigning economic impacts or housing needs by simple population shares.

Supplier opportunities can include industrial maintenance, transportation, packaging, equipment services, business services, and selected components. These are prospective categories, not announced Audi contracts. A capability inventory should assess capacity, quality systems, financing, delivery requirements, and the documentation needed to participate in automotive procurement.

Audi's published supplier sustainability process includes environmental, labor, safety, ethics, and supply-chain considerations for relevant partners. Business readiness therefore requires more than geographic proximity. Local development organizations and technical partners can help firms understand procurement requirements, while the CEA can assess market scale and economic implications. [23]

Utilities, roads, water and wastewater, emergency services, and other public facilities may require additional investment. Those costs should be evaluated alongside prospective revenues in a separate fiscal analysis. The gross-output estimates alone do not establish the appropriate level of incentives or infrastructure spending.

The contribution of CEA the School of Business and MGA

This report places an early analytical foundation beneath the public discussion of Audi's proposed investment. The Center for Economic Analysis can help distinguish announced commitments from realized activity, evaluate regional opportunities, and update the estimates as project information becomes more specific. Its published mission already includes forecasting, economic and fiscal impact analysis, economic development, and survey research. [20]

MGA also identifies existing work involving Dr. Greg George on an Eastman housing market analysis and workforce asset mapping for the Greater Macon Chamber. Those projects provide a relevant foundation for examining residential demand, labor supply, and regional capacity. These capabilities can be applied without assuming that a formal Audi-university partnership already exists. [21]

Table 16 Proposed university and regional work program

Proposed workstream	Useful public or partner output
Economic monitoring	Periodic dashboard of announcements, hiring, construction and operating activity
Workforce and commuting	Occupation demand, local supply, training capacity and access to employment
Housing and infrastructure	County-level demand scenarios and service-capacity assessments
Supplier development	Business capability survey and documented market opportunities
Fiscal analysis	Public revenues, incentives and service costs after terms are available
Student and faculty research	Applied data analysis, supervised projects and partner-defined research

The School of Business can connect economic analysis with instruction in management, accounting, finance, analytics, and supply chains. Supervised student projects can provide experience while supporting well-defined regional research needs. Any internship or company-specific activity would depend on actual partner arrangements.

The Center for Innovation and Entrepreneurship can complement the analysis through business-planning assistance and engagement with firms evaluating new markets. Its published activities provide a basis for that proposed role. The university's contribution should support the work of development authorities, workforce organizations, technical colleges, and local governments. [22]

An initial monitoring program should record project approvals, capital spending, hiring, supplier commitments, and employee residence patterns. Each update should replace an assumption with verified information when possible. This would allow the CEA to provide a consistent public account of both the scale of opportunity and the conditions influencing regional participation.

The roles described here are recommendations. They are not representations of a signed Audi agreement, a funded new program, or commitments by university partners.

Limits of the estimates and priorities for updating

The estimates are useful for describing scale and identifying regional questions. Their precision is limited by the information available before construction and production. The report therefore provides assumptions and sensitivities rather than a single figure presented as certain.

Project approval and timing. Corporate approval, final scope, construction timing, and demand could change. The model assumes implementation and a first full operating year in 2031.

Geographic fit. The supplied multipliers cover a different five-county area. The model transfers selected construction relationships and uses the automotive aggregate as a benchmark. It does not claim that BEA estimated the reported 11-county results.

Regional transformation. New suppliers and migration can change the economy underlying historical coefficients. Conversely, imported components, outside contractors, commuting, and capacity constraints can limit local retention. Conservative choices are not guaranteed lower bounds.

Industry and valuation. Direct output is inferred from industry and plant comparisons. Audi model mix, transfer prices, supplier outsourcing, and production practices could differ. Factory output is not the sum of retail sticker prices.

Labor measures. Supported jobs include full- and part-time employment. They are not full-time equivalents or unique people. Cash wage assumptions are distinct from total compensation and BEA earnings, and do not capture distribution among households.

Displacement and resource limits. The model does not subtract employment drawn from other local firms or quantify competing uses of land, labor, capital, and infrastructure. It therefore estimates gross activity supported rather than the net change in regional welfare.

Fiscal effects. Incentives, tax credits, public investment, service costs, and tax receipts require a separate model. No unreleased incentive estimate is included.

Double counting. Supplier and household effects are already included in secondary activity. New supplier announcements should be used to refine that estimate rather than simply added to it.

Future prices. The 2.5 percent inflation path is illustrative. Real output, productivity, wages, and employment do not grow automatically in the central operating case.

The most valuable next inputs are a project cost breakdown, an annual hiring and production schedule, procurement categories and local sourcing expectations, workforce residence information, and the public infrastructure and incentive package. A detailed bill-of-goods model using a matching regional dataset can then replace the selected response factors. [18]

Technical appendix and reproducible calculations

The accompanying workbook contains the source inputs, selected assumptions, annual schedules, and horizon totals. A single scenario selector changes operating utilization, employment response, and secondary output per job. The construction share is a separate input so that capital allocation can be tested independently.

Table A1 Formula definitions

Calculation	Definition
Direct operating output	Capacity x utilization x vehicle value x automobile price adjustment
Secondary operating jobs	4,500 x (selected employment factor - 1)
Secondary operating output	Secondary jobs x assumed secondary output per job
Operating wages	Direct jobs x $63,000 + secondary jobs x $45,000
Real construction spending	Annual nominal investment x construction share / future price factor
Construction total job-years	Real construction spending / 2026-to-2021 building price ratio / $1 million x 8.4133
Construction direct job-years	Total construction job-years / 1.4647
Construction wages	Direct job-years x $75,000 + secondary job-years x $45,000
Construction output	Real eligible construction spending x 1.5282
Project output	Construction output + direct operating output + secondary operating output

For startup, the direct workforce factor is 0.75, while the production and secondary-employment factors are 0.50. This allows early staffing before steady output. Full operating factors are 1.00 for every year from 2031. Cash wages are calculated from the appropriate direct and secondary workforce in each year.

The secondary-output benchmark from the historical table is calculated by dividing incremental output per $1 million of final demand by incremental employment: (1.3458 - 1) x $1,000,000 / [3.5475 - (3.5475 / 1.7466)]. This equals approximately $228,038 per secondary job in 2021 dollars. It is a contextual benchmark, not a measured 2026 eleven-county productivity rate. [7]

The effective output multiplier is calculated after the model is complete by dividing total operating output by direct Audi output. It is not an independently chosen driver. This preserves consistency among the secondary jobs, output, and wages. Construction and operating schedules are summed only over matching periods; annual jobs and cumulative job-years are labeled separately.

References and source notes

Online sources were consulted October 29, 2026. Announcements, historical data, comparison studies, and analyst assumptions have different roles. The workbook identifies the numerical inputs and preserves the price observations used in the calculations.

[1] Governor of Georgia. October 24, 2026. Audi AG selects Georgia to invest $4 billion in its first U.S. manufacturing facility.

Source 1

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Source 2

[3] Volkswagen Group. October 25, 2026. Statement on Audi production plans in the USA and pending committee approvals.

Source 3

[4] Llerena, R. FOX 5 Atlanta. October 26, 2026. State briefing on the proposed plant, average wages and incentives.

Source 4

[5] Georgia Department of Economic Development. Middle Georgia region and eleven-county definition.

Source 5

[6] U.S. Bureau of Economic Analysis. RIMS II Table 1.5, MGA Counties, Type II, 2012/2021. Detailed industry multipliers. CEA source file SummaryTable15.pdf, pp. 1 and 5.

[7] U.S. Bureau of Economic Analysis. RIMS II Table 2.5, MGA Counties, Type II, 2012/2021. Aggregate multipliers. CEA source file SummaryTable25.pdf, p. 1.

[8] U.S. Census Bureau. AIES automobile and light-duty motor vehicle manufacturing shipments, 2024. FRED series AIES33611RCTUS.

Source 8

[9] U.S. Census Bureau. AIES automobile and light-duty motor vehicle manufacturing employees, 2024. FRED series AIES33611EMPUS.

Source 9

[10] BMW Manufacturing. February 26, 2025. U.S. automotive export value and Spartanburg production in 2024.

Source 10

[11] Audi. March 2026. Audi in Mexico facts and figures as of December 31, 2025, p. 1.

Source 11

[12] Chen, Y., Bush, J., Nguyen, T., Harp, T., and Lahiji, N. May 2023. Economic Contribution Study of Hyundai Motor America's U.S. Operations. Center for Automotive Research, Table 9, p. 37.

Source 12

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[13] Von Nessen, J. C. March 2023. Economic impact of BMW Plant Spartanburg on South Carolina. CEA reference file BMW-Impact-Study-with-BMWadditions-V4.pdf, primary results and employment multiplier discussion.

Source 13

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Source 14

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[16] U.S. Bureau of Labor Statistics. New industrial building construction PPI. FRED PCU236211236211. 2021 and January-September 2026 observations.

Source 16

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Source 17

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Source 18

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Source 19

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Source 20

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Source 21

[22] Middle Georgia State University. Center for Innovation and Entrepreneurship.

Source 22

[23] Audi. Supplier sustainability rating process and relevant partner requirements.

Source 23

Related CEA format precedent: George, G. June 3, 2022. Economic Impact Study Monticello Quarry. This report follows the separation of development and operating phases while using the Audi-specific assumptions documented above.

Public discussion: Dr. Greg George's October 26, 2026, 13WMAZ interview addressed the regional implications of the Audi announcement. The interview is context for this study, not a numerical source for its estimates.

13WMAZ interview as syndicated by Yahoo News

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