ONE LOUISVILLE

Automotive
Talent Overview



WHY THE LOUISVILLE REGION?

Louisville is one of the nation's most established automotive manufacturing hubs, pairing a skilled workforce with exceptional connectivity. Within a day's drive of two-thirds of the U.S. population and home to UPS Worldport, the region gives manufacturers access to talent, suppliers, and global markets.

Ford and scores of suppliers have chosen the region to grow and innovate. With more than a century of manufacturing experience, Louisville leads in vehicle assembly, advanced manufacturing, automation, and next-generation mobility.

TALENT AT A GLANCE[1]

19,458
Direct automotive manufacturing jobs

4.6x
Employment expected for a region this size

$5.2B
Total automotive manufacturing GRP, 2025

211.3K
Workers in automotive-related occupations

BUILDING THE TALENT PIPELINE[2]

Recruit regionally. Operate centrally.

Louisville's central location connects employers to five major research universities within two hours and more than 20 R1 institutions within six — a deep pipeline of engineering and technical talent, fed by 133 college-level training programs.

GRADUATES AT SCALE[2]

23,111
automotive-relevant degrees completed at regional universities in the past three years.

REGIONAL RESEARCH & TRAINING NETWORK

Within six hours of Louisville

University of Louisville · University of Kentucky · Purdue University · WKU · The Ohio State University · Indiana State University · University of Cincinnati · The University of Tennessee Knoxville · Vanderbilt University · KYFAME (Kentucky Federation for Advanced Manufacturing Education)

TOP TALENT AREAS[1]

- Advanced Manufacturing
- Robotics
- Computer-Aided Design (CAD)
- Engineering
- Industrial Maintenance
- Production Operations
- Mechatronics
- Welding
- Quality Engineering & Assurance

Sources: 1. Lightcast Q3 2026 Data Set; 2. Lightcast 2026 Educational Completions Data (2022–2024).
Data Notes: Industry data uses Kentucky's standard automotive NAICS definition; talent areas use selected automotive-related SOC occupations.

The Louisville Advantage

ONE LOUISVILLE

MAJOR AUTOMOTIVE EMPLOYERS

Ford · MAGNA · DANA · MICHELIN · SIEMENS
FORVIA faurecia · AUTOKINITON · HENDRICKSON · METALSA · AXN AUTOMOTIVE SYSTEMS
CLARIANT · TRI-ARROWS ALUMINUM INC. · SLATE · Anthro

INDUSTRY IN ACTION · TRAINING HIGHLIGHTS

Ford — Two assembly plants, plus a planned **$2 billion** investment in next-generation EV production.

KENTUCKIANAWORKS — Workforce funding, training, and recruitment for manufacturers.

University of Louisville J.B. Speed School of Engineering — Applied research, engineering talent, and mandatory co-ops.

The Academies of Louisville (Jefferson County Public Schools) — Advanced manufacturing and engineering pathways across Louisville's public high schools.

UPS Worldport enables just-in-time manufacturing and overnight access to global markets.

KCTCS TRAINS (Customized Employee Training) — Customized training through Kentucky's community and technical colleges to upskill and retain employees.

KYFAME (Kentucky Federation for Advanced Manufacturing Education) — Employer-led pipeline of paid, hands-on talent for advanced manufacturing roles.

Bluegrass State Skills Corporation — Provides grants and tax credits for employee training.

DID YOU KNOW?

Louisville sits in the heart of the nation's "Auto Alley," within a day's drive of most North American assembly plants. Kentucky ranks #3 nationally in vehicle manufacturing and #1 per capita.

Source: The Lane Report, "Greater Louisville: All-American Economic Engine," June 2025.

One Louisville helps businesses…

Talk with our economic development and talent team about locating, expanding, or hiring here.

ONELOUISVILLE.ORG
LIVEINLOU.COM

- Connect with automotive OEMs and suppliers
- Introduce education and workforce partners
- Build talent recruitment strategies
- Support internships, apprenticeships, and co-ops
- Navigate site selection and expansion
- Access workforce data and labor market insight