

Hyundai Motor Group to invest \$5.8 billion in a new manufacturing facility in Ascension Parish, Louisiana



New Ultra-Low Carbon Steel Facility to Anchor RiverPlex MegaPark and Transform Regional Economy

Hyundai Motor Group has announced a groundbreaking \$5.8 billion investment in Donaldsonville, Louisiana, marking a historic milestone in the state's economic development. This first-of-its-kind facility, Hyundai's inaugural North American steel plant, will establish a fully integrated, made-in-America supply chain to support its U.S. automotive manufacturing operations.

Located on approximately 1,700 acres in Ascension Parish's RiverPlex MegaPark—one of the largest undeveloped tracts along the deep-water Mississippi River—the new Hyundai Steel Company (HSC) plant is poised to revolutionize steel production with cutting-edge, ultra-low carbon technology. The plant is

expected to create more than 1,300 direct new jobs with an average salary of \$95,000, alongside 4,100 indirect jobs, generating a total of 5,400 new opportunities in the Capital Region.

A Major Economic Win for Louisiana and Ascension Parish

The decision to anchor Hyundai's steel production in Ascension Parish underscores the region's competitive advantages, including its skilled workforce, robust infrastructure, and strategic location along a major trade corridor. Louisiana Governor Jeff Landry hailed the investment as a testament to the state's pro-business policies and manufacturing resurgence.

"Hyundai's decision to invest nearly \$6 billion in Ascension Parish speaks volumes about Louisiana's skilled workforce, robust infrastructure, and our ability to compete for innovative manufacturing facilities," Governor Landry said. "This announcement makes clear that Louisiana's manufacturing sector is roaring back, thanks to our historic tax reforms, our business-friendly approach, and the many competitive advantages our state has to offer international powerhouses like Hyundai."

Hyundai Steel: Pioneering Sustainable Manufacturing

Hyundai Steel's electric arc furnace (EAF) mill will produce approximately 2.7 million metric tons of steel annually while cutting emissions by 70% compared to traditional blast furnaces. The facility will process 3.6 million tons of iron ore annually, with steel products distributed to Hyundai Motor Company, Kia, and other U.S. automakers.

"Hyundai Steel's investment in an electric arc furnace (EAF) based integrated steel mill in the U.S. is anticipated to stimulate local economic growth, including the creation of new job opportunities," Hyundai Steel Company President and CEO Gang Hyun Seo said. "We plan to supply automotive steel plates not only for Hyundai Motor and Kia's strategic models but also

to expand sales to U.S. automakers in the future.”

Port, Infrastructure, and Workforce Development

To support this transformative investment, HSC is partnering with the Port of South Louisiana to build a deep-water dock to accommodate steel and materials shipments. Entergy Louisiana is also investing in major transmission projects to ensure reliable, sustainable energy for the facility and surrounding businesses.

Recognizing the importance of workforce development, River Parishes Community College and the Louisiana Community and Technical College System (LCTCS) will establish a new workforce training center. This center will provide hands-on instruction, skills training, and recruitment assistance, ensuring local talent is equipped for the high-paying jobs the plant will generate.

“River Parishes Community College is honored to be the lead training and workforce development partner for this groundbreaking project,” Chancellor Quintin D. Taylor said. “Today’s announcement marks a generational opportunity for Donaldsonville, the Westbank of Ascension Parish, and surrounding communities.”

Ascension Parish: A Rising Industrial Powerhouse

The Hyundai Steel investment cements Ascension Parish’s role as a premier destination for global manufacturing and innovation. With the RiverPlex MegaPark positioned for further industrial expansion, the region is primed for continued economic growth.

“Ascension is proud to support businesses that drive both progress and opportunity for our citizens,” Ascension Parish President Clint Cointment said. “This project marks a milestone in our community’s journey toward a brighter and more prosperous future for all of Ascension.”

“This transformative investment from Hyundai Steel Company is

a game-changer for Ascension Parish, introducing a new industry and creating abundant high-paying job opportunities for our community,” Ascension Economic Development Corporation President and CEO Kate MacArthur said.

Looking Ahead

Construction of the HSC plant is expected to begin in the third quarter of 2026. Businesses interested in staying informed about large projects announced in Louisiana can register for updates [here](#). Residents interested in job opportunities can register for [hiring notifications](#).

With Hyundai Steel at the forefront of next-generation, low-carbon manufacturing, Ascension Parish stands to benefit from lasting economic growth, making it a beacon of innovation and progress in Louisiana’s industrial landscape.

About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With approximately 310,000 employees worldwide, its brands include Hyundai, Kia, and Genesis. The Group strives to create a better future through innovation and sustainability. For more information, visit hyundaimotorgroup.com.

About Louisiana Economic Development (LED)

Louisiana Economic Development drives capital investment, job creation, and economic opportunity across the state. Learn more at OpportunityLouisiana.com.