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Business

## Apple confirms Mac Pro production has started in Austin

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Apple Inc. CEO Tim Cook on Wednesday said the company has started producing its next generation of personal computers in Austin.

Cook's announcement on Twitter confirms what was already widely thought in Central Texas and beyond — that Apple's new Mac Pro was being produced at the Flextronics Americas factory in Northwest Austin.

"We have begun manufacturing the Mac Pro in Austin," Cook tweeted this morning. "It's the most powerful Mac ever. Orders start tomorrow."

In October, Flextronics disclosed to Travis County officials that it planned to add 879 jobs for a "next generation desktop computer." The manufacturing firm, which already employs about 2,500 people in the area, could add another 815 jobs if the project hits peak targets.

Flextronics had disclosed its plans to the county while applying for designation as a foreign trade zone, which would provide it relief for some taxes on materials and inventories.

At the time, local business leaders and government officials didn't know — or declined to confirm — that the Flextronics project was the new Apple computer.

However, most of them assumed that was the case. Apple had already announced plans to spend about \$100 million to move the Mac Pro manufacturing to Texas, and siting production in Northwest Austin also would put Apple's domestic manufacturing within 1 mile of its new Americas Operations Center.

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When complete, that center will oversee many of the Cupertino, Calif.-based company's marketing, customer support, sales and logistics functions for the bulk of the Western Hemisphere. Apple already employs about 4,000 workers in the Austin area and could expand to include as many as 7,000 employees as the center expands over the next decade.