

CALIFORNIA'S NEW CAR DEALERS ARE DRIVING THE CALIFORNIA ECONOMY



2016 ECONOMIC IMPACT REPORT

ANNUAL CONTRIBUTIONS OF CALIFORNIA'S NEW CAR DEALERS

Total sales	\$117.36 billion
Average sales per dealership	\$86.94 million
Percent of total Statewide Sales Tax Collected	13%
Number of new car dealerships	1,350

DEALERS PROVIDE JOBS IN CALIFORNIA

Total payroll for all dealerships	\$7.27 billion
Total number of new car dealership employees in California	135,000

DEALERS PLAY AN IMPORTANT ROLE IN THE STATE AS LOCAL BUSINESS AND CIVIC LEADERS

Total taxes collected or paid	\$9.63 billion
Total spent for products and services from other California businesses	\$2.571 billion
Donations to charitable and civic organizations	\$46.035 million

2015 VEHICLE SALES

New vehicles sold	2,052,750
Used retail vehicles sold	769,500
Total new and used vehicles sold	2,822,250

This report provides an in-depth analysis of the economic impact of California new car and truck dealers on the State's economy. It includes estimates of employment, personal income, and tax collections generated by California new car dealers. Also included is a review of dealership financial statistics and operations. This report was prepared by Auto Outlook, Inc., an independent automotive market analysis firm, and was sponsored by the California New Car Dealers Association. The report was compiled based on data collected from new car dealerships throughout the state, as well as government sources.



CALIFORNIA NEW CAR DEALERS ASSOCIATION

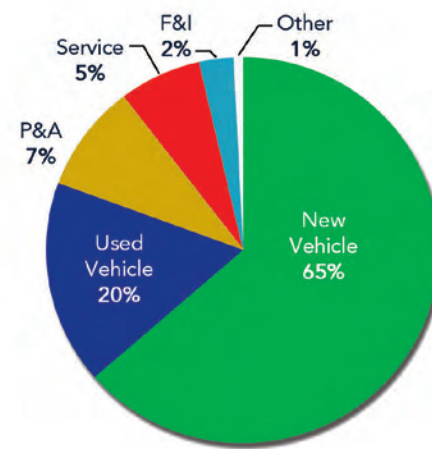
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THE CONTRIBUTIONS OF CALIFORNIA'S FRANCHISED NEW CAR DEALERS

2015 DEALERSHIP SALES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
New Vehicle Department	\$56.5 million	\$76.27 billion
Used Vehicle Department	\$17 million	\$22.95 billion
Service Department	\$4.15 million	\$5.60 billion
Parts and Accessories Department	\$5.95 million	\$8.03 billion
Finance & Insurance Department	\$2.75 million	\$3.71 billion
Other	\$0.59 million	\$0.80 billion
Total Dealership Sales	\$86.94 million	\$117.36 billion



EMPLOYMENT & PAYROLL

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full Time Employees	92	124,200
Part Time Employees	8	10,800
Total Employees	100	135,000
Annual Payroll	\$5.385 million	\$7.27 billion
Workers' Compensation Premiums Paid	\$165,000	\$222.75 million
Workers' Compensation Premiums per Employee	\$1,793	

In 2015, **93%** of California new car dealers offered healthcare benefits to their employees and their dependents.

RETAIL VEHICLE SALES

SUMMARY FOR AVERAGE DEALERSHIP

	UNITS SOLD	\$ PER UNIT	TOTAL
New Vehicles	1,605	\$35,202	\$56.5 million
Used Vehicles	570	\$16,832	\$9.6 million

CHARITABLE GIVING

In 2015, California's new car dealers made over **\$46 MILLION** in donations to charitable and civic organizations.



Four CPR training units donated to Project ADAM, Sacramento thanks to Auburn Toyota and the National Automobile Dealers Charitable Foundation. More than two million people have been trained on CPR units donated by new car dealers.

The Peter Welch Honorary Scholarship Award, presented to Charles Clark November 16, 2015.

TAXES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State Sales Tax	\$5.15 million	\$6.949 billion
Federal Payroll Taxes	\$1.45 million	\$1.96 billion
State Payroll Taxes	\$310,000	\$418.5 million
Real Estate Taxes	\$145,000	\$195.75 million
Other State & Local Taxes	\$80,000	\$108 million
Total Taxes Collected or Paid	\$7.14 million	\$9.63 billion



Scholarship Winners Presentation in Orange County – a total of 93 students received scholarships totaling \$67,950

AVERAGE SALES TAX AND VLF GENERATED ON THE SALE OF A NEW VEHICLE IN LOS ANGELES: **\$3,332.51**

ADVERTISING

Franchised new car dealers in California collectively spent over **\$1 BILLION** on advertising during 2015.

