



# California's New Car Dealers Are Driving the California Economy

## ANNUAL CONTRIBUTIONS OF CALIFORNIA NEW CAR DEALERS

Total sales	\$126.55 billion
Average sales per dealership	\$88.68 million
Percent of total statewide sales tax collected	13%
Number of new car dealerships	1,427

## DEALERS PROVIDE JOBS IN CALIFORNIA

Total payroll for all dealerships	\$9.00 billion
Total number of new car dealership employees in California	144,127

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

Total taxes collected or paid	\$10.20 billion
Total spent for products and services from other California businesses	\$2.88 billion
Donations to charitable and civic organizations	\$47.95 million

## 2018 VEHICLE SALES

New vehicles sold*	2,001,995
Used retail vehicles sold	891,875
Total new and used vehicles sold	2,893,870

\* New vehicles sold based on California registrations.

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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# 2019 ECONOMIC IMPACT REPORT

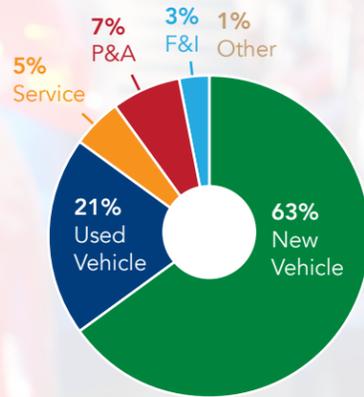
## The Contributions of California's Franchised New Car Dealers





## 2018 DEALERSHIP SALES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
New Vehicle Department	\$55.80 million	\$79.63 billion
Used Vehicle Department	\$18.40 million	\$26.26 billion
Service Department	\$4.52 million	\$6.45 billion
Parts and Accessories Department	\$6.23 million	\$8.89 billion
Finance and Insurance Department	\$3.02 million	\$4.31 billion
Other	\$0.71 million	\$1.01 billion
<b>Total Dealership Sales</b>	<b>\$88.68 million</b>	<b>\$126.55 billion</b>



Average sales tax and VLF generated on the sale of a new vehicle in Los Angeles: **\$3,788.38**

## TAXES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State Sales Tax	\$5.16 million	\$7.36 billion
Federal Payroll Taxes	\$1.53 million	\$2.18 billion
State Payroll Taxes	\$359,000	\$512.29 million
Real Estate Taxes	\$153,000	\$218.33 million
Other State and Local Taxes	\$104,000	\$148.41 million
<b>Total Taxes Collected or Paid</b>	<b>\$7.30 million</b>	<b>\$10.20 billion</b>



## VEHICLE SALES

(SUMMARY FOR AVERAGE DEALERSHIP)

	UNITS SOLD	\$ PER UNIT	TOTAL
<b>New Vehicles</b>	1,495	\$37,324	\$55.80 million
<b>Used Vehicles</b>	1,055	\$17,441	\$18.40 million



## EMPLOYMENT AND PAYROLL

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full time employees	95	135,565
Part time employees	6	8,562
<b>Total Employees</b>	<b>101</b>	<b>144,127</b>
<b>Annual Payroll</b>	<b>\$6.310 million</b>	<b>\$9.00 billion</b>
Percentage of dealerships that provide access to health insurance for employees	87%	87%
Workers' compensation premiums per employee	\$1,610	\$1,610
Workers' compensation premiums paid	\$152,950	\$218.26 million

**Total spent for products and services from other California businesses \$2.02 million \$2.88 billion**



## CHARITABLE GIVING

In 2018, California new car dealers made over **\$51 million** in donations to charitable and civic organizations, including:



## ADVERTISING

In 2018, franchised new car dealers in California collectively spent over **\$1.33 billion** on advertising.

