

# CALIFORNIA'S NEW CAR DEALERS ARE DRIVING THE CALIFORNIA ECONOMY

## ANNUAL CONTRIBUTIONS OF CALIFORNIA NEW CAR DEALERS

Total sales	\$146.24 billion
Average sales per dealership	\$101.49 million
Estimate percent of total statewide sales tax collected	16%
Number of new car dealerships	1,441

## DEALERS PROVIDE JOBS IN CALIFORNIA

Total payroll for all new car dealerships	\$10.23 billion
Total number of new car dealership employees	137,616

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

Total taxes collected or paid	\$11.90 billion
Total spent for products and services from other California businesses	\$2.97 billion
Donations to charitable and civic organizations	\$54.61 million

## 2021 VEHICLE SALES

New vehicles sold*	1,856,391
Used retail vehicles sold**	1,023,110
Total new and used vehicles sold	2,879,501

\* New vehicles sold based on California registrations.

\*\* Includes retail transactions only

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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# ECONOMIC IMPACT REPORT 2021

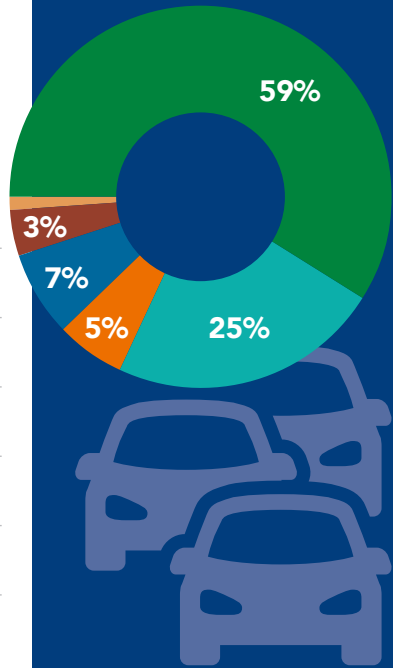


## THE CONTRIBUTIONS OF CALIFORNIA'S FRANCHISED NEW CAR DEALERS



# 2021 DEALERSHIP SALES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
 New vehicle department	\$59.15 million	\$85.24 billion
 Used vehicle department	\$25.74 million	\$37.09 billion
 Service department	\$5.08 million	\$7.31 billion
 Parts and accessories department	\$6.91 million	\$9.96 billion
 Finance & insurance department	\$3.83 million	\$5.52 billion
 Other departments	\$0.78 million	\$1.12 billion
<b>Total dealership sales</b>	<b>\$101.49 million</b>	<b>\$146.24 billion</b>



Average sales tax generated on the sale of a new vehicle in Los Angeles:  
**\$4,542.90**

# TAXES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State sales tax	\$5.8 million	\$8.36 billion
Federal payroll taxes	\$1.79 million	\$2.58 billion
State payroll taxes	\$410,000	\$590.81 million
Real estate taxes	\$157,000	\$226.24 million
Other state and local taxes	\$108,500	\$156.35 million
<b>Total taxes collected or paid</b>	<b>\$8.26 million</b>	<b>\$11.90 billion</b>

# ELECTRIC VEHICLES

2021 EV Market Share  
**9.5%**

Number of EVs Sold in 2021  
**176,357**

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Amount spent on EV charging infrastructure during 2021	\$24,600	\$35.45 million
Estimated expenditures on EV charging infrastructure during 2022	\$89,700	\$129.26 million



# VEHICLE SALES (SUMMARY FOR AVERAGE DEALERSHIP)

	UNITS SOLD	\$ PER UNIT	TOTAL
New vehicles	1,300	\$45,500	\$59.15 million
Used vehicles*	1,100	\$23,400	\$25.74 million

\* Includes retail and wholesale transactions.

# TOTAL SPENT FOR PRODUCTS AND SERVICES FROM OTHER CALIFORNIA BUSINESSES

AVERAGE DEALERSHIP  
**\$2.06 million**

INDUSTRY TOTAL  
**\$2.97 billion**

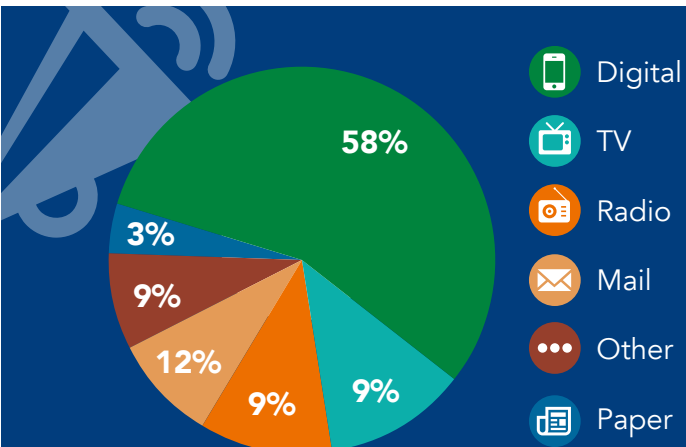


# EMPLOYMENT & PAYROLL

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full time employees	91	131,131
Part time employees	4.5	6,485
Total employees	95.5	137,616
Annual payroll	\$7.10 million	\$10.23 billion
Percentage of dealerships that provide access to health insurance for employees	97%	N/A
Workers' compensation premiums per employee	\$1,480	N/A
Workers' compensation premiums paid	\$134,680	\$194.07 million

# CHARITABLE GIVING

In 2021, California new car dealers made over **\$54.61 million** in donations to charitable and civic organizations, including:



# ADVERTISING

In 2021, California new car dealers collectively spent over **\$1.23 billion** on advertising.