

# CALIFORNIA'S NEW CAR AND TRUCK DEALERS ARE DRIVING CALIFORNIA'S ECONOMY

## ANNUAL CONTRIBUTIONS OF CALIFORNIA NEW CAR DEALERS

Total sales	\$153.97 billion
Average sales per dealership	\$107.30 million
Share of total statewide sales tax collected	21%
Number of new car dealerships	1,435

## DEALERS EMPLOY HARD-WORKING CALIFORNIANS

Total payroll for all new car dealerships	\$14.64 billion
Total number of new car dealership employees	138,478

## DEALERS ARE CALIFORNIA'S BUSINESS AND CIVIC LEADERS

Total taxes collected or paid	\$13.80 billion
Total spent for products and services from other California businesses	\$3.50 billion
Donations to charitable and civic organizations	\$70.75 million

## 2024 CALIFORNIA VEHICLE SALES

New vehicles sold*	1,759,141
Used retail vehicles sold**	829,430
Used wholesale vehicles sold	513,730
Total new and used vehicles sold	3,102,301
Electric vehicles sold	387,368

\* 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 AutoCount from Experian, Auto Outlook, California's new car dealerships, as well as government sources.



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



**CALIFORNIA NEW CAR DEALERS ASSOCIATION**

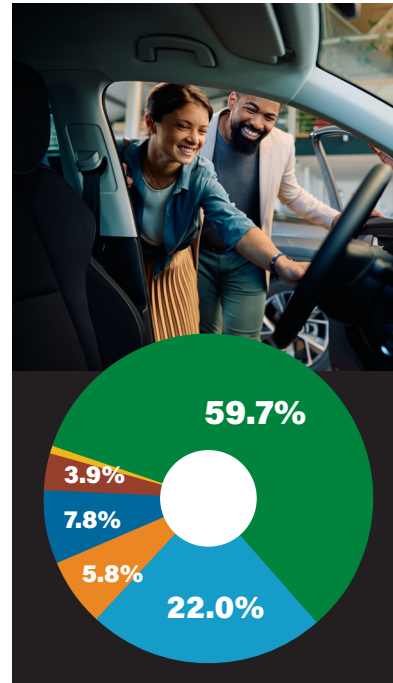
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# DEALERSHIP SALES

Generated by CA's New Car Dealers in 2024

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
New vehicle department	\$64.10 million	\$91.98 billion
Used vehicle department	\$23.90 million	\$34.30 billion
Service department	\$6.25 million	\$8.97 billion
Parts and accessories department	\$8.35 million	\$11.98 billion
Finance & insurance department	\$3.92 million	\$5.63 billion
Other departments	\$0.78 million	\$1.11 billion
<b>Total dealership sales</b>	<b>\$107.30 million</b>	<b>\$153.97 billion</b>



ESTIMATED AVERAGE SALES TAX GENERATED ON THE SALE OF A NEW VEHICLE IN LOS ANGELES:

**\$4,960**

# TAXES

Generated by CA's New Car Dealers in 2024

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State sales tax	\$6.15 million	\$8.83 billion
Federal payroll taxes	\$2.58 million	\$3.70 billion
State payroll taxes	\$615,000	\$883 million
Real estate taxes	\$165,000	\$236.78 million
Other state and local taxes	\$107,000	\$153.54 million
<b>Total taxes collected and paid by California's new car dealers</b>	<b>\$9.53 million</b>	<b>\$13.86 billion</b>

# EMPLOYMENT & PAYROLL

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full time employees	92	133,455
Part time employees	3.5	5,023
Change in full time employment from 2023 to 2024	+1	-405
Annual payroll	\$10.2 million	\$14.64 billion
Percentage of dealerships that provide access to health insurance for employees	96%	96%

ADVERTISING EXPENDITURES

**AVERAGE DEALERSHIP \$895,000**

**INDUSTRY TOTAL \$1.28 billion**

TOTAL SPENT FOR PRODUCTS AND SERVICES FROM OTHER CALIFORNIA BUSINESSES

**AVERAGE DEALERSHIP \$2.44 million**

**INDUSTRY TOTAL \$3.5 billion**

## VEHICLE SALES

Summary for Average CA Dealership

	UNITS SOLD	\$ PER UNIT	TOTAL
New vehicles	1,290	\$49,690	\$64.10 million
Used vehicles*	936	\$25,534	\$23.90 million

\* Includes retail and wholesale transactions.

# CA'S ELECTRIC VEHICLE MARKET

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Planned spending on EV infrastructure between 2023 and 2025	\$336,000	\$482.16 million

2024 EV MARKET SHARE

**22.0%**  
(21.4% in '22)

NUMBER OF EVS SOLD IN 2024

**387,368**  
(380,891 in '22)

% OF TECHNICIANS CERTIFIED FOR EV SERVICING

**44%**



PERSONAL AND DEALERSHIP CONTRIBUTIONS TO CHARITABLE AND CIVIC ORGANIZATIONS

**AVERAGE DEALERSHIP \$49,300**

**INDUSTRY TOTAL \$70.75 million**

# SERVICE TECHNICIANS



	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Number of service technicians employed at dealerships	24	34,440
Number of additional service technicians needed	4	5,023
Number of repair orders	23,600	33.87 million

