

CALIFORNIA'S NEW CAR AND TRUCK DEALERS Are Driving California's Economy

ANNUAL CONTRIBUTIONS OF CALIFORNIA NEW CAR DEALERS

Total sales	\$96.21 billion
Average sales per dealership	\$67.00 million
Share of total statewide sales tax collected	22.8%
Number of new car dealerships	1,436

DEALERS EMPLOY HARD-WORKING CALIFORNIANS

Total payroll for all new car dealerships	\$14.88 billion
Total number of new car dealership employees	137,856

DEALERS ARE CALIFORNIA'S BUSINESS AND CIVIC LEADERS

Total taxes collected or paid	\$14.26 billion
Total spent for products and services from other California businesses	\$3.59 billion
Donations to charitable and civic organizations	\$72.09 million

2025 CALIFORNIA VEHICLE SALES

New vehicles sold*	1,806,762
Used retail vehicles sold**	847,240
Used wholesale vehicles sold	505,472
Total new and used vehicles sold	3,274,080
Electric vehicles sold	378,216

* 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.



Economic Impact Report 2025

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



CALIFORNIA NEW CAR DEALERS ASSOCIATION

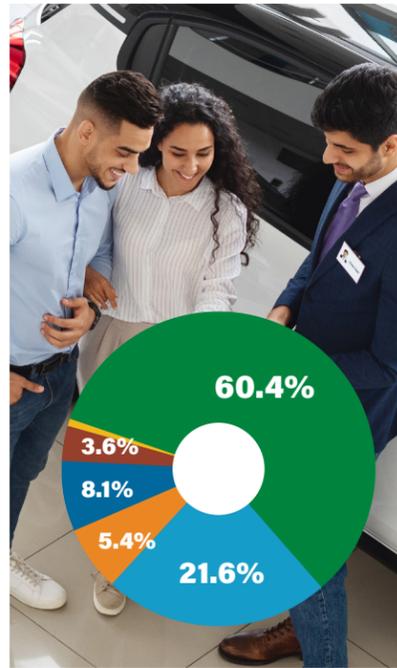
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Dealership Sales

Generated by CA's New Car Dealers in 2025

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
New vehicle department	\$67.00 million	\$96.21 billion
Used vehicle department	\$24.40 million	\$35.04 billion
Service department	\$6.49 million	\$9.32 billion
Parts and accessories department	\$8.63 million	\$12.39 billion
Finance & insurance department	\$4.02 million	\$5.77 billion
Other departments	\$0.78 million	\$1.13 billion
Total dealership sales	\$111.32 million	\$159.86 billion



ESTIMATED
AVERAGE SALES
TAX GENERATED
ON THE SALE OF A
NEW VEHICLE IN
LOS ANGELES:
\$5,211

Taxes

Generated by CA's New Car Dealers in 2025

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State sales tax	\$6.38 million	\$9.16 billion
Federal payroll taxes	\$2.64 million	\$3.79 billion
State payroll taxes	\$628,000	\$901.81 million
Real estate taxes	\$171,000	\$245.56 million
Other state and local taxes	\$113,000	\$162.27 million
Total taxes collected and paid by California's new car dealers	\$9.93 million	\$14.26 billion

Employment & Payroll

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full time employees	93	133,548
Part time employees	3	4,308
Change in full time employment from 2024 to 2025	0	+93
Annual payroll	\$10.36 million	\$14.88 billion
Percentage of dealerships that provide access to health insurance for employees	96%	96%

ADVERTISING
EXPENDITURES
**AVERAGE DEALERSHIP
\$935,000**
**INDUSTRY TOTAL
\$1.34 billion**

TOTAL SPENT FOR
PRODUCTS AND
SERVICES FROM
OTHER CALIFORNIA
BUSINESSES

**AVERAGE DEALERSHIP
\$2.50 million**
**INDUSTRY TOTAL
\$3.59 billion**

Vehicle Sales

Summary for Average CA Dealership

	UNITS SOLD	\$ PER UNIT	TOTAL
New vehicles	1,338	\$50,075	\$67.00 million
Used vehicles*	942	\$25,902	\$24.34 million

* Includes retail and wholesale transactions.

CA's Electric Vehicle Market

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Planned spending on EV infrastructure between 2024 and 2026	\$215,000	\$308.74 million

2025 EV
MARKET SHARE
20.9%
(21.4% in '22)

NUMBER OF EVS
SOLD IN 2025
378,216
(380,891 in '22)

% OF
TECHNICIANS
CERTIFIED FOR
EV SERVICING
47%



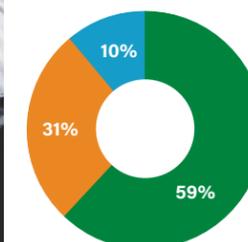
PERSONAL AND
DEALERSHIP
CONTRIBUTIONS
TO CHARITABLE
AND CIVIC
ORGANIZATIONS

**AVERAGE DEALERSHIP
\$50,200**
**INDUSTRY TOTAL
\$72.09 million**

Service Technicians



	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Number of service technicians employed at dealerships	24.5	35,182
Number of additional service technicians needed	3.5	5,026
Number of repair orders	23,900	34.32 million



% OF REPAIR WORK:

- Recalls
- Warranty
- Customer pay