

CALIFORNIA'S NEW CAR DEALERS ARE DRIVING THE CALIFORNIA ECONOMY



ANNUAL CONTRIBUTIONS OF CALIFORNIA NEW CAR DEALERS

Total sales	\$115.40 billion
Average sales per dealership	\$82.00 million
Percent of total statewide sales tax collected	13%
Number of new car dealerships	1,407

DEALERS PROVIDE JOBS IN CALIFORNIA

Total payroll for all new car dealerships	\$9.10 billion
Total number of new car dealership employees	135,072

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

Total taxes collected or paid	\$9.80 billion
Total spent for products and services from other California businesses	\$2.65 billion
Donations to charitable and civic organizations	\$49.95 million

2020 VEHICLE SALES

New vehicles sold*	1,639,166
Used retail vehicles sold	1,407,000
Total new and used vehicles sold	3,046,155

* 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.

ECONOMIC REPORT IMPACT 2021



2019 to 2020:

New vehicle unit sales	↓ 20%
Total dollar sales	↓ 10%
Total full time employment	↓ 6%
Total payroll	↓ 2%
Total charitable contributions	↑ 3%

The Contributions of California's Franchised New Car Dealers



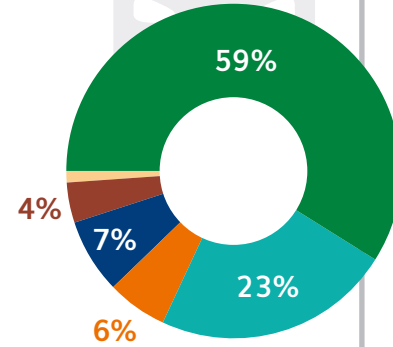
CALIFORNIA NEW CAR DEALERS ASSOCIATION

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2020 DEALERSHIP SALES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
 New vehicle department	\$48.70 million	\$68.52 billion
 Used vehicle department	\$19.00 million	\$26.73 billion
 Service department	\$4.48 million	\$6.30 billion
 Parts and accessories department	\$6.05 million	\$8.51 billion
 Finance & insurance department	\$3.06 million	\$4.31 billion
 Other departments	\$0.71 million	\$991.94 million
Total dealership sales	\$82.00 million	\$115.40 billion



Average sales tax and VLF generated on the sale of a new vehicle in Los Angeles: **\$5,079.81**

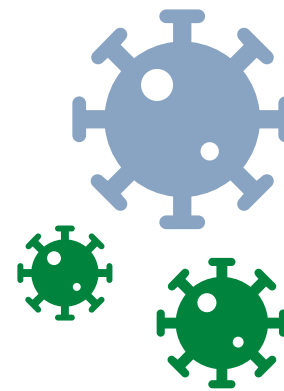
TAXES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State sales tax	\$4.76 million	\$6.69 billion
Federal payroll taxes	\$1.59 million	\$2.24 billion
State payroll taxes	\$368,000	\$517.78 million
Real estate taxes	\$153,000	\$215.27 million
Other state and local taxes	\$102,000	\$143.51 million
Total taxes collected or paid	\$6.97 million	\$9.80 billion



VEHICLE SALES (SUMMARY FOR AVERAGE DEALERSHIP)

	UNITS SOLD	\$ PER UNIT	TOTAL
New vehicles	1,165	\$41,803	\$48.70 million
Used vehicles	1,000	\$19,000	\$19.00 million



CORONAVIRUS IMPACTS

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Additional expenses incurred to comply with regulations related to COVID-19	\$59,300	\$83.44 million
Added costs incurred to allow for online sales and remote delivery of vehicles	\$22,100	\$31.09 million
Total vehicle sales revenue lost due to COVID-19	\$3.85 million	\$5.42 billion
Total parts and service revenue lost due to COVID-19	\$725,000	\$1.02 billion
Number of workdays lost by employees due to COVID-19 related health issues	260	365,820

EMPLOYMENT & PAYROLL

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full time employees	91	128,037
Part time employees	5	7,035
Total employees	96	135,072
Annual payroll	\$6.47 million	\$9.10 billion
Percentage of dealerships that provide access to health insurance for employees	97%	97%
Workers' compensation premiums per employee	\$1,495	\$1,495
Workers' compensation premiums paid	\$136,045	\$191.41 million

Total spent for products and services from other California businesses

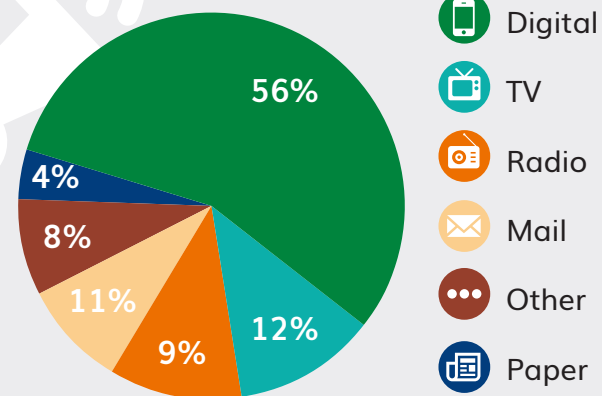
AVERAGE DEALERSHIP
\$1.88 million

INDUSTRY TOTAL
\$2.65 billion



ADVERTISING

In 2020, California new car dealers collectively spent over **\$1.11 billion** on advertising.



CHARITABLE GIVING

In 2020, California new car dealers made over **\$49.95 million** in donations to charitable and civic organizations, including:

