

Driving California's Economy

Annual Contribution of California's New-Car Dealers

Numbers reflect annual economic activity during 2024.



1,340
DEALERSHIPS
(new car)



237,460
TOTAL JOBS
(created by dealerships)
Includes 111,478 direct jobs and
125,982 indirect and induced jobs.



83
EMPLOYEES
(average per
dealership)



\$151.3B
TOTAL SALES
(all dealerships)



\$10.3B
PAYROLL

\$92,729
Average Annual
Earnings
Includes income taxes paid for direct,
indirect and induced jobs.

\$3.1B
State and Federal
Income Taxes Paid



12.2%
REGISTRATIONS

California's Share of Total U.S.
New-Vehicle Registrations

Source: Center for Automotive Research,
NADA, NADA Industry Analysis, S&P Global,
Taxfoundation.org, U.S. Bureau of Labor
Statistics, U.S. Census Bureau.

\$11B
**STATE SALES
TAX PAID**



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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