



Driving Wisconsin's Economy

Annual Contributions of Wisconsin's New-Vehicle Dealers*

Wisconsin's dealers maintain a multi-BILLION dollar retail industry.

Average sales per dealership	\$19.2 million
Total sales of all new-vehicle dealerships in Wisconsin	\$9.7 billion
Dealership sales as % of total retail sales in the state	12.8%
Estimated number of new-vehicle dealerships	508

Dealers provide thousands of well-paying jobs in Wisconsin.

Total number of new-vehicle dealership employees in Wisconsin	19,259
Average number of employees per dealership	38
Average annual earnings of new-vehicle dealership employees	\$37,908
Dealership payroll as % of total state retail payroll	11.3%
Annual payroll of new-vehicle dealerships	\$731 million
Average annual payroll per new-vehicle dealership	\$1.44 million

Dealers generate hundreds of millions of dollars of tax revenue for state and local government through:

- **Sales Tax Revenue**
- **Corporate Tax Revenue**
- **Payroll Tax Revenue**

**Numbers reflect annual economic activity during 2010*