



Driving Florida's Economy

Annual Contributions of Florida's New-Vehicle Dealers*

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

Average sales per dealership	\$46.2 million
Total sales of all new-vehicle dealerships in Florida.....	\$38.9 billion
Dealership sales as % of total retail sales in the state.....	16.0%
Estimated number of new-vehicle dealerships	842

Dealers provide thousands of well-paying jobs in Florida.

Total number of new-vehicle dealership employees in Florida	61,116
Average number of employees per dealership	73
Average annual earnings of new-vehicle dealership employees	\$47,806
Dealership payroll as % of total state retail payroll	11.1%
Annual payroll of new-vehicle dealerships.....	\$2.92 billion
Average annual payroll per new-vehicle dealership	\$3.47 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*