



Driving Nebraska's Economy

Annual Contributions of Nebraska's New-Vehicle Dealers*

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

Average sales per dealership	\$22.2 million
Total sales of all new-vehicle dealerships in Nebraska	\$4.1 billion
Dealership sales as % of total retail sales in the state	12.8%
Estimated number of new-vehicle dealerships	186

Dealers provide thousands of well-paying jobs in Nebraska.

Total number of new-vehicle dealership employees in Nebraska.....	6,557
Average number of employees per dealership	35
Average annual earnings of new-vehicle dealership employees	\$42,529
Dealership payroll as % of total state retail payroll	11.6%
Annual payroll of new-vehicle dealerships.....	\$279 million
Average annual payroll per new-vehicle dealership	\$1.50 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*