



Driving California's Economy

Annual Contributions of California's New-Vehicle Dealers*

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

Average sales per dealership	\$44.3 million
Total sales of all new-vehicle dealerships in California.....	\$57.7 billion
Dealership sales as % of total retail sales in the state.....	15.1%
Estimated number of new-vehicle dealerships	1,303

Dealers provide thousands of well-paying jobs in California.

Total number of new-vehicle dealership employees in California.....	90,616
Average number of employees per dealership	70
Average annual earnings of new-vehicle dealership employees	\$51,540
Dealership payroll as % of total state retail payroll	10.3%
Annual payroll of new-vehicle dealerships.....	\$4.67 billion
Average annual payroll per new-vehicle dealership	\$3.59 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*