



Driving Colorado's Economy

Annual Contributions of Colorado's New-Vehicle Dealers*

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

Average sales per dealership	\$39.4 million
Total sales of all new-vehicle dealerships in Colorado	\$10.0 billion
Dealership sales as % of total retail sales in the state	15.3%
Estimated number of new-vehicle dealerships	253

Dealers provide thousands of well-paying jobs in Colorado.

Total number of new-vehicle dealership employees in Colorado.....	14,553
Average number of employees per dealership	58
Average annual earnings of new-vehicle dealership employees	\$50,019
Dealership payroll as % of total state retail payroll	11.2%
Annual payroll of new-vehicle dealerships.....	\$729 million
Average annual payroll per new-vehicle dealership	\$2.88 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*