

Driving Colorado's Economy

Annual Contribution of Colorado's New-Car Dealers

Numbers reflect annual economic activity during 2016.



244
DEALERSHIPS
(new car)



43,138
TOTAL JOBS
(created by dealerships)
Includes 19,206 direct jobs and
23,932 indirect and induced jobs.



79
EMPLOYEES
(average per
dealership)



\$15.9B
TOTAL SALES

19%
Share of Total
Retail Sales in State



\$1.1B
PAYROLL

\$59,407
Average Annual
Earnings

\$445M
State and Federal
Income Taxes Paid

Includes income taxes paid for direct,
indirect and induced jobs.



1.6%
REGISTRATIONS

Colorado's Share of
Total U.S. New-Vehicle
Registrations

12.6 YEARS
**AVERAGE
VEHICLE AGE**

Sources: Alliance of Automobile Manufacturers, Center for Automotive Research, IHS Markit, NADA Industry Analysis, U.S. Bureau of Labor Statistics.



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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