Driving Colorado’s Economy
Annual Contribution of Colorado’s New-Car Dealers

Numbers reflect annual economic activity during 2020.

- **247 DEALERSHIPS** (new car)
- **41,380 TOTAL JOBS** (created by dealerships)
- **75 EMPLOYEES** (average per dealership)
- **$15.1B TOTAL SALES** (all dealerships)
- **$1.3B PAYROLL**
- **$68,471 Average Annual Earnings**
- **$367M State and Federal Income Taxes Paid**
- **$439M STATE SALES TAX PAID**
- **1.7% REGISTRATIONS**
  - Colorado’s Share of Total U.S. New-Vehicle Registrations

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