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

Numbers reflect annual economic activity during 2018.

247 DEALERSHIPS (new car)

44,075 TOTAL JOBS (created by dealerships)
Includes 19,623 direct jobs and 24,452 indirect and induced jobs.

79 EMPLOYEES (average per dealership)

$16.6B TOTAL SALES (all dealerships)

$1.2B PAYROLL

$61,971 Average Annual Earnings

$366M 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

$484M STATE SALES TAX PAID