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

Numbers reflect annual economic activity during 2020.

878 DEALERSHIPS
(new car)

167,256 TOTAL JOBS
(created by dealerships)
Includes 80,322 direct jobs and 86,934 indirect and induced jobs.

91 EMPLOYEES
(average per dealership)

$83B TOTAL SALES
(all dealerships)

$5.3B PAYROLL

$65,897 Average Annual Earnings
Includes income taxes paid for direct, indirect and induced jobs.

$1B State and Federal Income Taxes Paid

7.8% REGISTRATIONS
Florida’s Share of Total U.S. New-Vehicle Registrations

$5B STATE SALES TAX PAID


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