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

Numbers reflect annual economic activity during 2020.

490 DEALERSHIPS (new car)
73,078 TOTAL JOBS (created by dealerships)
68 EMPLOYEES (average per dealership)

$29.7B TOTAL SALES (all dealerships)
$2.2B PAYROLL

$65,702 Average Annual Earnings
$702M State and Federal Income Taxes Paid

2.9% REGISTRATIONS
Georgia’s Share of Total U.S. New-Vehicle Registrations

$1.9B STATE SALES TAX PAID

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


NATIONAL AUTOMOBILE DEALERS ASSOCIATION
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