

# Driving Iowa's Economy

## Annual Contribution of Iowa's New-Car Dealers

Numbers reflect annual economic activity during 2017.



**286**  
**DEALERSHIPS**  
(new car)



**26,240**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 12,814 direct jobs and  
13,426 indirect and induced jobs.



**45**  
**EMPLOYEES**  
(average per  
dealership)



**\$7.9B**  
**TOTAL SALES**  
(all dealerships)



**\$673M**  
**PAYROLL**

<b>\$52,555</b> Average Annual Earnings	<b>\$234M</b> State and Federal Income Taxes Paid
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Includes income taxes paid for direct,  
indirect and induced jobs.



**0.8%**  
**REGISTRATIONS**  
Iowa's Share of Total U.S.  
New-Vehicle Registrations

**12.5** YEARS  
**AVERAGE  
VEHICLE AGE**

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



**NATIONAL AUTOMOBILE DEALERS ASSOCIATION**

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