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

Numbers reflect annual economic activity during 2019.

275 DEALERSHIPS
(new car)

26,363 TOTAL JOBS
(created by dealerships)
Includes 12,874 direct jobs and 13,489 indirect and induced jobs.

47 EMPLOYEES
(average per dealership)

$7.8B TOTAL SALES
(all dealerships)

$695M PAYROLL

$54,041 Average Annual Earnings
$177M State and Federal Income Taxes Paid
Includes income taxes paid for direct, indirect and induced jobs.

$0.8% REGISTRATIONS
Iowa’s Share of Total U.S. New-Vehicle Registrations

$399M STATE SALES TAX PAID