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

Numbers reflect annual economic activity during 2020.

373 DEALERSHIPS
(new car)

45,501 TOTAL JOBS
(created by dealerships)
Includes 21,599 direct jobs and 23,902 indirect and induced jobs.

58 EMPLOYEES
(average per dealership)

$18.4B TOTAL SALES
(all dealerships)

$1.3B PAYROLL

$59,527 Average Annual Earnings

$324M State and Federal Income Taxes Paid
Includes income taxes paid for direct, indirect and induced jobs.

1.8% REGISTRATIONS
Missouri’s Share of Total U.S. New-Vehicle Registrations

$777M STATE SALES TAX PAID