

# Driving Oregon's Economy

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

Numbers reflect annual economic activity during 2020.



**215**  
**DEALERSHIPS**  
(new car)



**26,300**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 12,629 direct jobs and  
13,671 indirect and induced jobs.



**59**  
**EMPLOYEES**  
(average per  
dealership)



**\$9.6B**  
**TOTAL SALES**  
(all dealerships)



**\$795M**  
**PAYROLL**

**\$63,063**

Average Annual  
Earnings

**\$281M**

State and Federal  
Income Taxes Paid

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



**1%**  
**REGISTRATIONS**

Oregon's Share of Total  
U.S. New-Vehicle Registrations

Source: Center for Automotive  
Research, IHS Markit, NADA,  
Taxfoundation.org, U.S. Bureau of  
Labor Statistics, U.S. Census Bureau



### NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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