

Driving Wisconsin's Economy

Annual Contribution of Wisconsin's New-Car Dealers



Numbers reflect annual economic activity during 2016.



465
DEALERSHIPS
(new car)



50,015
TOTAL JOBS
(created by dealerships)
Includes 24,836 direct jobs and
25,179 indirect and induced jobs.



53
EMPLOYEES
(average per
dealership)



\$14.7B
TOTAL SALES

15.7%
Share of Total
Retail Sales in State



\$1.1B
PAYROLL

\$46,284
Average Annual
Earnings

\$330M
State and Federal
Income Taxes Paid

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



1.5%
REGISTRATIONS

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

11.3 YEARS
**AVERAGE
VEHICLE AGE**

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



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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