

# Driving Wisconsin's Economy

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

Numbers reflect annual economic activity during 2017.



**469**  
**DEALERSHIPS**  
(new car)



**49,138**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 24,401 direct jobs and  
24,737 indirect and induced jobs.



**52**  
**EMPLOYEES**  
(average per  
dealership)



**\$15.1B**  
**TOTAL SALES**  
(all dealerships)



**\$1.1B**  
**PAYROLL**

<b>\$46,981</b> Average Annual Earnings	<b>\$332M</b> State and Federal Income Taxes Paid
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**1.5%**  
**REGISTRATIONS**  
Wisconsin's Share of  
Total U.S. New-Vehicle  
Registrations

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

**11.8** 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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