

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

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

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

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

11.8 YEARS
**AVERAGE
VEHICLE AGE**



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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