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

Numbers reflect annual economic activity during 2020.

468 DEALERSHIPS (new car)

47,276 TOTAL JOBS (created by dealerships)
Includes 23,476 direct jobs and 23,800 indirect and induced jobs.

50 EMPLOYEES (average per dealership)

$15.3B TOTAL SALES (all dealerships)

$1.2B PAYROLL

$52,481 Average Annual Earnings

$270M State and Federal Income Taxes Paid
Includes income taxes paid for direct, indirect and induced jobs.

$764M STATE SALES TAX PAID

1.5% REGISTRATIONS
Wisconsin’s Share of Total U.S. New-Vehicle Registrations