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

Numbers reflect annual economic activity during 2018.

**470**
DEALERSHIPS
(new car)

**52**
EMPLOYEES
(average per dealership)

**49,086**
TOTAL JOBS
(created by dealerships)
Includes 24,375 direct jobs and 24,711 indirect and induced jobs.

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(new car)

**52**
EMPLOYEES
(average per dealership)

**$15B**
TOTAL SALES
(all dealerships)

**$47,606**
Average Annual Earnings

**$238M**
State and Federal Income Taxes Paid
Includes income taxes paid for direct, indirect and induced jobs.

**$1.2B**
PAYROLL

**$754M**
STATE SALES TAX PAID

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

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