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

Numbers reflect annual economic activity during 2019.

467 DEALERSHIPS (new car)

49,363 TOTAL JOBS (created by dealerships)
Includes 24,513 direct jobs and 24,851 indirect and induced jobs.

52 EMPLOYEES (average per dealership)

$15.1B TOTAL SALES (all dealerships)

$1.2B PAYROLL

$754M STATE SALES TAX PAID
Wisconsin’s Share of Total U.S. New-Vehicle Registrations

$49,478 Average Annual Earnings

$253M State and Federal Income Taxes Paid
Includes income taxes paid for direct, indirect and induced jobs.