

2025

DEALERSHIP
WORKFORCE
STUDY

2024 CALENDAR YEAR DATA

Truck Retail:

NATIONAL & REGIONAL TRENDS IN COMPENSATION, BENEFITS & RETENTION REPORT

COMPENSATION | RETENTION & TURNOVER | REGIONAL ANALYSIS | DEMOGRAPHICS | BENEFITS



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II. General Findings and Conclusions

The U.S. heavy truck retail industry faced significant headwinds in 2024, with sales declining over six percent through the first three quarters due to overcapacity, softened freight prices, and high interest rates deferring fleet replacements. Supply chain constraints and adverse long-haul conditions persisted. Sales recovered slightly in the fourth quarter with early optimism from the 2024 presidential election and the expectations that mandates for ongoing electrification of fleets would be rolled back.

The number of participating medium and heavy truck dealerships in the 2025 report was 377 dealerships, down slightly from 2024. We always strive to provide the most detailed information possible based on number of records dealers submit. Statistics for some of the key positions and other job titles at the regional level are not available because we sometimes lack a statistically valid sample.

Size of Participating Dealerships

The median number of new commercial truck units sold in 2024 by this year’s Study participants was 100, a fifteen percent decrease compared to a median of 118 new units sold in 2023. The median year-end headcount for truck dealerships participating in this year’s Study was 45 versus 46 employees in 2023. The average participating commercial truck dealership headcount in 2024 was 59 employees.

Compensation Trends – Earnings Growth

The compensation analysis and trends in this section discuss all-participant data, and same-stores data. “Same stores” data is from 207 dealerships who also participated last year. The number of returning participants represented 65 percent of the dealerships in last year’s Study.

On a Same Stores basis average and median weekly earnings increased by nine percent and seven percent, respectively. The 2024 earnings growth in commercial truck dealerships kept pace with earnings growth in the U.S. Private Sector¹. Truck dealership median weekly earnings in 2024 were two percent higher than the U.S. private sector median weekly earnings.

Data Sources	Average Weekly Earnings				Median Weekly Earnings			
	2024	2023	Growth		2024	2023	Growth	
All Truck Dealerships	\$1,841	\$1,762	↑	4%	\$1,415	\$1,330	↑	6%
Truck Same Stores	\$1,845	\$1,692	↑	9%	\$1,426	\$1,329	↑	7%
BLS U.S. Private Sector	\$1,201	\$1,160	↑	4%	\$1,159	\$1,117	↑	4%

(↑) Represent year-over-year increases or favorable changes; (↓) represent unfavorable changes.

In 2024, weekly earnings grew for all but two of the key positions:

- The most surprising growth came in the role of Sales Manager where average earnings were up 25% while earnings for Sales Consultants were down. After analyzing the data submissions, it was noted that there was a twenty-two percent increase in the number of sales manager records submitted this year, despite fewer overall dealers participating. This suggests that some dealers may be classifying their top sales consultants as “sales managers”.
- Earnings across the key positions in Fixed Operations grew during 2024 as business in those departments flourished in 2024.
- The annualized inflation rate in 2024 as measured by the U.S. Consumer Price Index (CPI) was 2.9 percent.² Aside from GMs, Sales Consultants and B Level Diesel Techs, earnings growth in key positions outpaced with the U.S. inflation rate.

¹ U.S. Bureau of Labor Statistics (BLS) 2024 weekly earnings of all non-farm private sector full-time wage and salary workers.

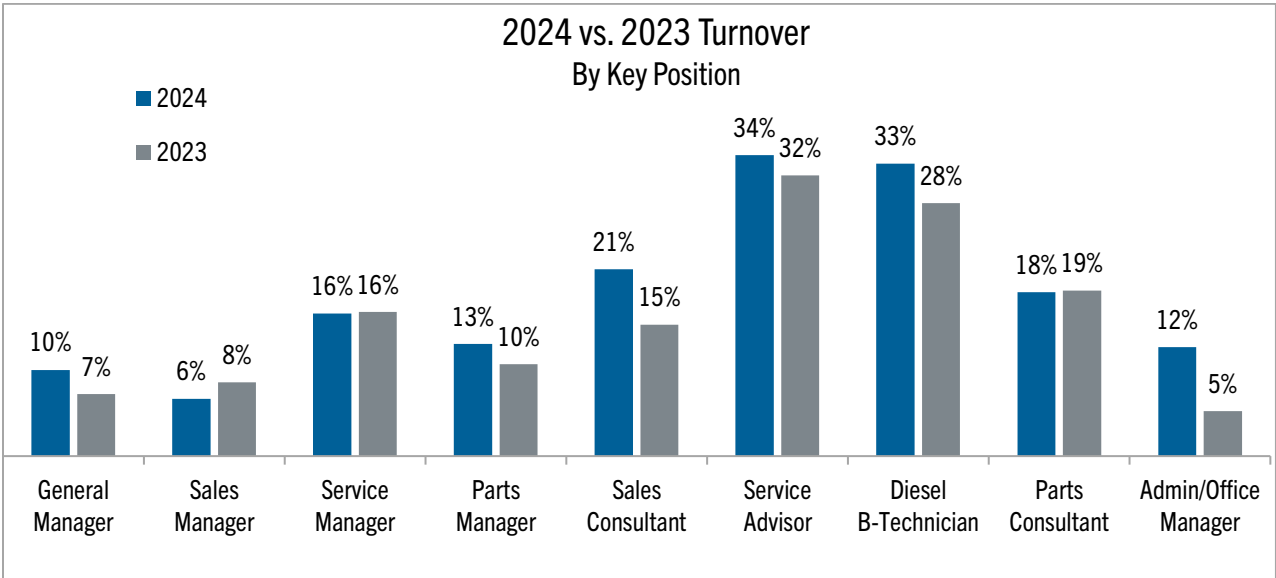
² U.S. BLS, *The Economics Daily*, Consumer Price Index: 2024 in Review <https://www.bls.gov/opub/ted/2024/consumer-price-index-2024-in-review.htm>

2024 Total Retention and Turnover

The annual turnover for all positions and titles in 2024 increased one point to twenty-five percent. One-year retention improved by three points to eighty-four percent while three-year retention improved by four points to sixty percent. This marks the second straight year of gains for the number of employees employed for three or more years. Median tenure across all truck positions increased slightly from 4.0 to 4.3 years.

There are three key positions that posted alarming growth in turnover rates during 2024. They were Sales Consultants (+6 points), Diesel Technicians (+5 points), and Office Manager (+7 points).

National Retention and Turnover – All Dealerships									
	Annualized Turnover			1-Year Retention			3-Year Retention		Median Tenure (years)
All Positions	25%	↑	1%	84%	↑	3%	60%	↑	4.3

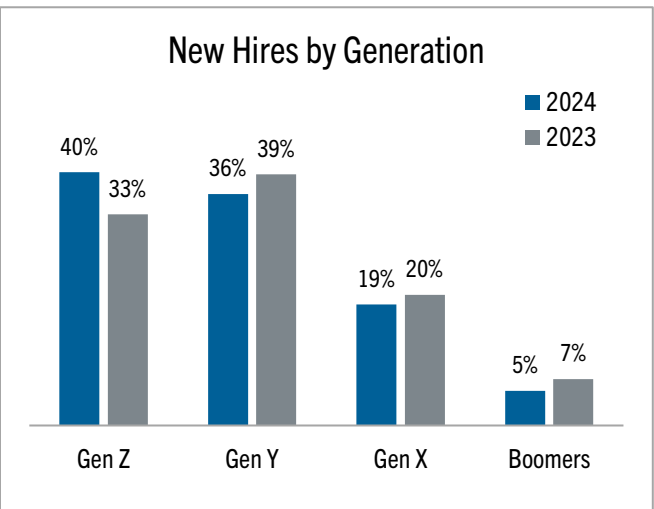
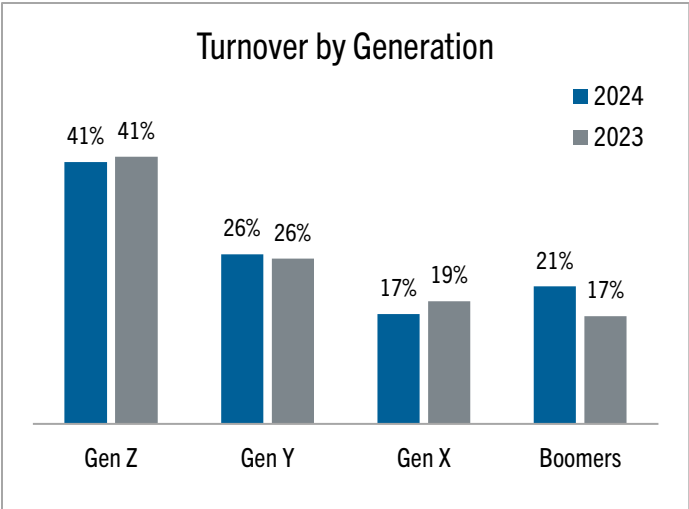
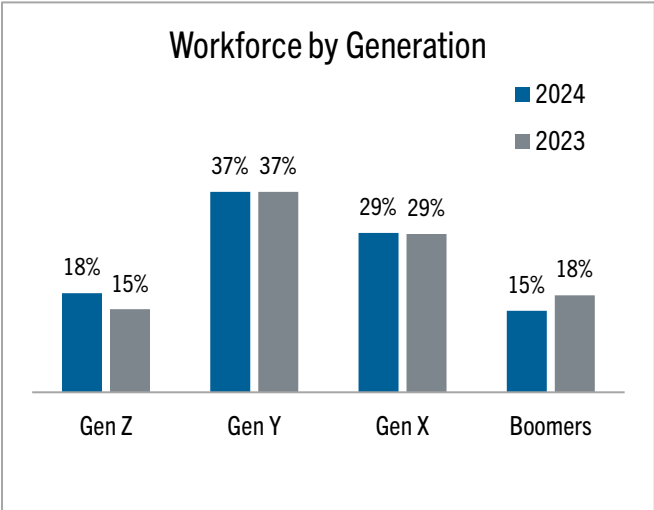


National Retention and Turnover – All Dealerships									
	Annualized Turnover			1-Year Retention			3-Year Retention		Median Tenure (years)
All Positions	25%	↑	1%	84%	↑	3%	60%	↑	4.3
General Manager/Operator	10%	↑	3%	96%	↑	1%	90%	↑	13.5
Sales Manager	6%	↓	-2%	90%	↓	-3%	81%	↓	8.9
Service Manager	16%		0%	91%	↑	4%	77%	↑	8.5
Parts Manager	13%	↑	2%	91%	↓	-2%	79%	↑	8.7
Sales Consultant	21%	↑	6%	86%	↓	-6%	70%	↓	6.5
Service Advisor/Writer	34%	↑	2%	79%	↑	4%	48%	↑	2.8
Diesel B-Technician	33%	↑	4%	80%	↑	3%	49%		3.0
Parts Consultant	18%		0%	89%	↑	4%	67%	↑	5.7
Admin/Office Manager	12%	↑	7%	94%	↑	1%	82%	↑	9.9

2024 Dealership Demographics – Generations

The change in generations working in dealerships was less pronounced than years past with the population of Gen Y and X remaining unchanged. Not surprisingly, the number of Boomers working continues to decline.

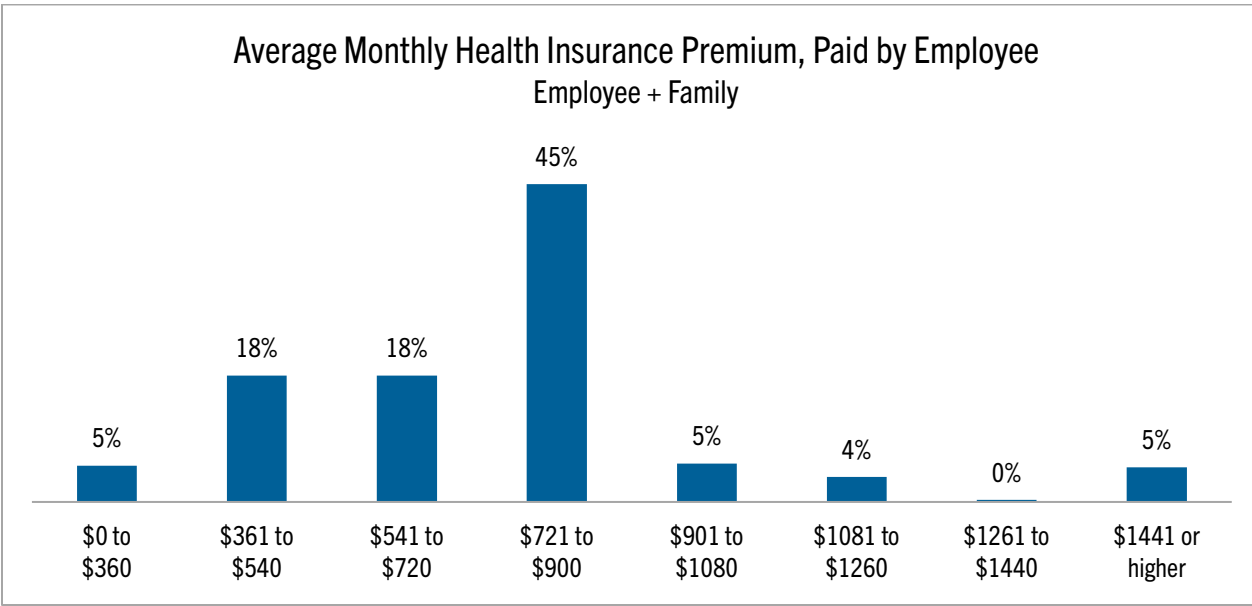
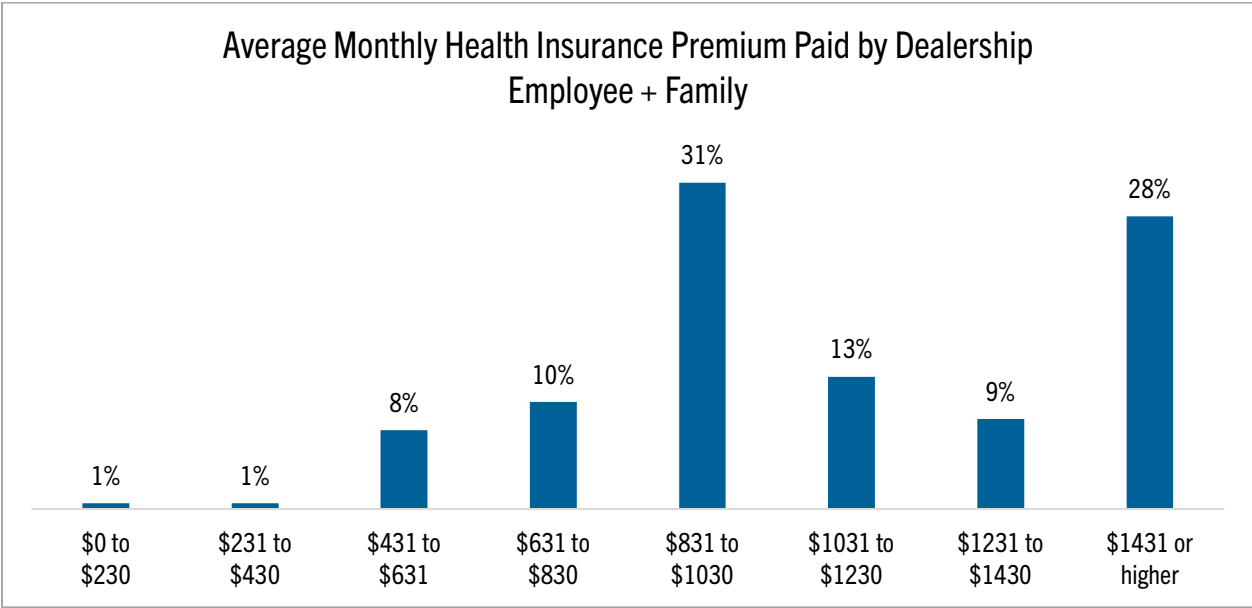
- The median age of truck dealership employees dropped from 40.6 years in 2023 to 37 years in 2024.
- The number of Gen Z new hires increased from thirty-three percent to forty percent.
- The rate of turnover for Gen Z employees is significantly higher than the rate of turnover in the other three generations.



III. Employee Benefit Programs

Health and Medical Benefits

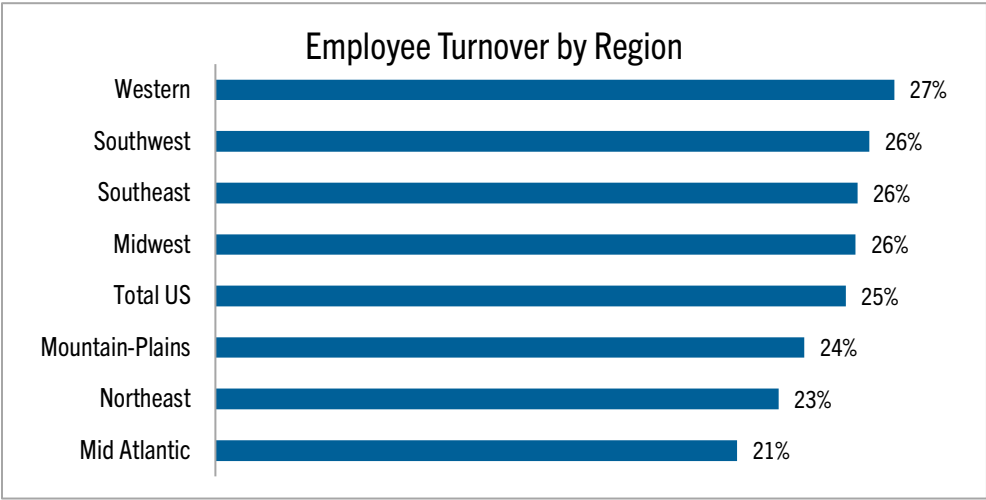
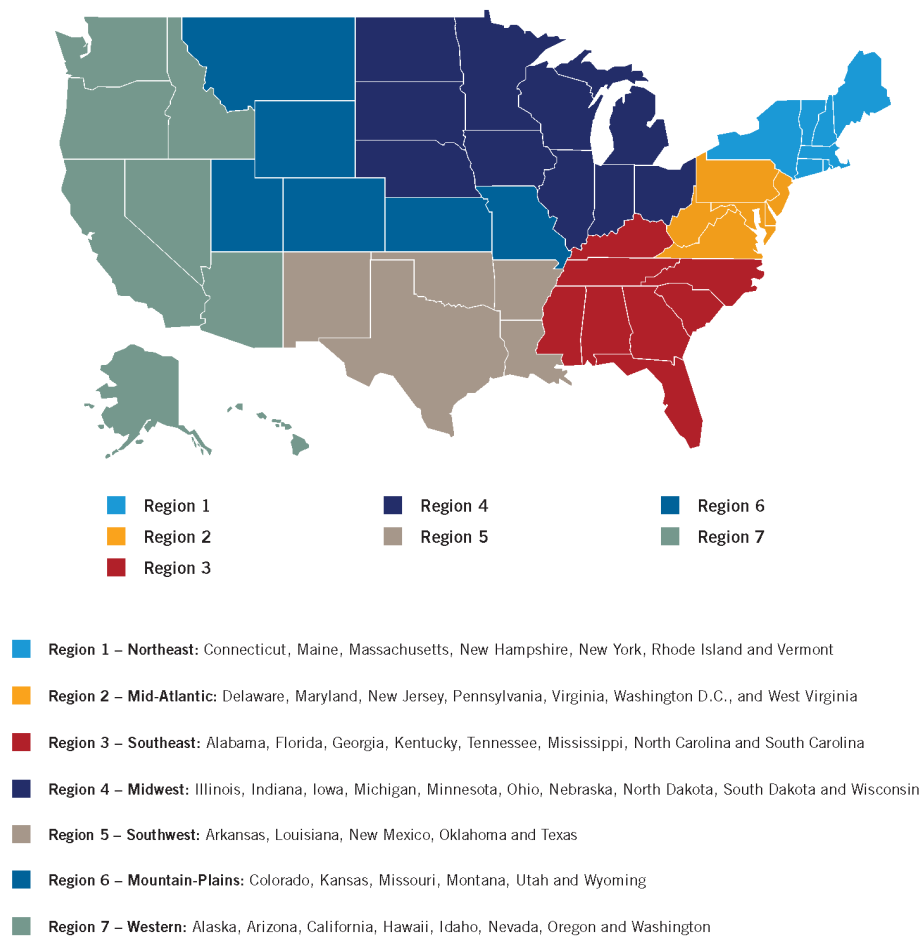
- One Hundred percent of the participating truck dealerships offer some type of employee health insurance plan.
- One hundred percent of all dealerships offer Employee + Family health insurance plans.
- In 2024, seventy-two percent of benefits-eligible employees were enrolled in a dealership health insurance plan. Up one point from 2023.
- The median waiting period for health insurance benefits is one month and the average is 45 days.
- The actual premium amounts paid by the dealerships and employees vary significantly across all dealerships and dealer groups, but seventy-two percent of dealers are paying between \$351 and \$650 per month.



Compensation, Retention and Turnover by Region

The following pages show compensation, retention and turnover for key dealership positions broken out by region. Below is the map of the United States showing the regions as designated by the United States Bureau of Labor Statistics (US BLS).

FIGURE 1: U.S. BUREAU OF LABOR STATISTICS GEOGRAPHIC REGIONS



REGION 1

NORTHEAST

Connecticut, Maine, Massachusetts, New Hampshire, New York,
Rhode Island and Vermont



Region 1 Northeast

Region 1: Northeast – Compensation					
	Overall Region Average	Year Over Year Change		Average as % of National	National All-Dealer Average
All Positions	\$95,386	↑	5%	100%	\$95,723
General Manager/Operator	---	---	---	---	\$270,162
Sales Manager	---	---	---	---	\$280,443
Service Manager	\$131,212	↑	21%	103%	\$127,030
Parts Manager	\$121,823	↑	12%	97%	\$125,731
Sales Consultant	\$181,440	↓	-2%	85%	\$212,365
Service Advisor/Writer	\$83,745	↑	12%	115%	\$72,766
Diesel B-Technician	\$78,102	↓	-1%	103%	\$75,556
Parts Consultant	\$79,354		0%	103%	\$76,741
Admin/Office Manager	---	---	---	---	\$81,537

(↑) Represent year-over-year increases or *favorable* changes; (↓) represent unfavorable changes

Region 1: Northeast – Retention & Turnover						
	Annualized Turnover	Year Over Year Change		One Year Retention	Three Year Retention	Median Tenure
All Positions	23%	↓	-1%	82%	57%	3.6
General Manager/Operator	20%	↑	13%	90%	90%	17.1
Sales Manager	---	---	---	---	---	---
Service Manager	17%	↓	-3%	87%	73%	6.6
Parts Manager	8%	↓	-14%	85%	62%	3.9
Sales Consultant	9%	↓	-13%	86%	67%	4.4
Service Advisor/Writer	30%	↓	-5%	76%	48%	2.5
Diesel B-Technician	25%	↑	3%	86%	57%	3.5
Parts Consultant	17%	↓	-1%	90%	58%	3.6
Admin/Office Manager	11%	↑	11%	---	---	---

(↓) Represent year-over-year increases or *favorable* changes; (↑) represent unfavorable changes

REGION 5

SOUTHWEST

Arkansas, Louisiana, New Mexico, Oklahoma and Texas



Region 5 Southwest

Region 5: Southwest – Compensation					
	Overall Region Average	Year Over Year Change		Average as % of National	National All-Dealer Average
All Positions	\$101,525	↑	2%	106%	\$95,723
General Manager/Operator	\$328,827	↓	-21%	122%	\$270,162
Sales Manager	\$290,973	↓	-17%	104%	\$280,443
Service Manager	\$127,521	↓	-9%	100%	\$127,030
Parts Manager	\$144,256	↓	-8%	115%	\$125,731
Sales Consultant	\$192,582	↓	-14%	91%	\$212,365
Service Advisor/Writer	\$72,425	↓	-11%	100%	\$72,766
Diesel B-Technician	\$71,714	↓	-10%	95%	\$75,556
Parts Consultant	\$84,663	↓	-1%	110%	\$76,741
Admin/Office Manager	\$84,643	---		104%	\$81,537

(↑) Represent year-over-year increases or favorable changes; (↓) represent unfavorable changes

Region 5: Southwest – Retention & Turnover						
	Annualized Turnover	Year Over Year Change		One Year Retention	Three Year Retention	Median Tenure
All Positions	26%	↑	4%	83%	61%	4.8
General Manager/Operator	11%	↑	8%	96%	91%	16.4
Sales Manager	11%	↓	-4%	87%	71%	7.6
Service Manager	14%	↓	-2%	93%	80%	9.7
Parts Manager	18%	↑	14%	96%	89%	11.1
Sales Consultant	21%	↑	14%	87%	73%	7.0
Service Advisor/Writer	25%	↓	-4%	77%	42%	2.4
Diesel B-Technician	45%	↑	24%	73%	39%	2.3
Parts Consultant	15%	↑	1%	92%	73%	6.5
Admin/Office Manager	12%	↑	12%	85%	73%	11.3

(↓) Represent year-over-year increases or favorable changes; (↑) represent unfavorable changes

REGION 7

WESTERN

Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon
and Washington



Region 7 Western

Region 7: Western – Compensation					
	Overall Region Average	Year Over Year Change		Average as % of National	National All-Dealer Average
All Positions	\$105,023	↑	2%	110%	\$95,723
General Manager/Operator	\$315,914	↑	4%	117%	\$270,162
Sales Manager	\$257,131	↑	18%	92%	\$280,443
Service Manager	\$136,355	↑	6%	107%	\$127,030
Parts Manager	\$129,553	↓	-2%	103%	\$125,731
Sales Consultant	\$274,823	↑	1%	129%	\$212,365
Service Advisor/Writer	\$74,549	↑	5%	102%	\$72,766
Diesel B-Technician	\$77,422	↑	2%	102%	\$75,556
Parts Consultant	\$81,160	↑	1%	106%	\$76,741
Admin/Office Manager	\$104,054		---	128%	\$81,537

(↑) Represent year-over-year increases or *favorable* changes; (↓) represent unfavorable changes

Region 7: Western – Retention & Turnover						
	Annualized Turnover	Year Over Year Change		One Year Retention	Three Year Retention	Median Tenure
All Positions	27%	↑	5%	84%	57%	3.9
General Manager/Operator	17%	↑	13%	100%	90%	13.3
Sales Manager	5%	↓	-10%	95%	80%	8.1
Service Manager	20%	↓	-2%	88%	75%	6.5
Parts Manager	13%	↑	5%	89%	69%	7.4
Sales Consultant	18%	↑	9%	86%	72%	6.6
Service Advisor/Writer	40%	↑	12%	78%	44%	2.7
Diesel B-Technician	26%	↑	7%	81%	50%	2.9
Parts Consultant	18%		0%	88%	63%	4.6
Admin/Office Manager	0%		---	94%	82%	8.4

(↓) Represent year-over-year increases or *favorable* changes; (↑) represent unfavorable changes



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