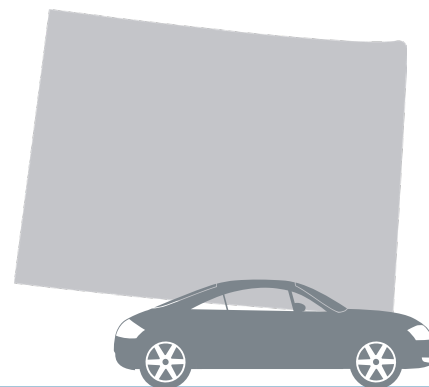


# Driving Colorado's Economy

## Annual Contribution of Colorado's New-Car Dealers

Numbers reflect annual economic activity during 2021.



**251**  
**DEALERSHIPS**  
(new car)



**41,020**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 18,263 direct jobs and  
22,757 indirect and induced jobs.



**73**  
**EMPLOYEES**  
(average per  
dealership)



**\$20.3B**  
**TOTAL SALES**

(all dealerships)



**\$1.5B**  
**PAYROLL**

**\$81,744**

Average Annual  
Earnings

**\$474M**

State and Federal  
Income Taxes Paid

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



**1.7%**  
**REGISTRATIONS**

Colorado's Share of Total U.S.  
New-Vehicle Registrations

**\$590M**  
**STATE SALES  
TAX PAID**

Source: Center for Automotive Research,  
NADA Industry Analysis, IHS Markit,  
Taxfoundation.org, U.S. Bureau of Labor  
Statistics, U.S. Census Bureau



### NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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