

# Driving South Dakota's Economy

## Annual Contribution of South Dakota's New-Car Dealers

Numbers reflect annual economic activity during 2021.



**84**  
**DEALERSHIPS**  
(new car)



**8,678**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 4,269 direct jobs and  
4,409 indirect and induced jobs.



**51**  
**EMPLOYEES**  
(average per  
dealership)



**\$2.9B**  
**TOTAL SALES**

(all dealerships)



**\$290M**  
**PAYROLL**

**\$67,951**

Average Annual  
Earnings

**\$55M**

State and Federal  
Income Taxes Paid

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



**0.2%**  
**REGISTRATIONS**

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

**\$123M**  
**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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