

# Driving Wisconsin's Economy

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

Numbers reflect annual economic activity during 2021.



**465**  
**DEALERSHIPS**  
(new car)



**46,604**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 23,142 direct jobs and  
23,462 indirect and induced jobs.



**50**  
**EMPLOYEES**  
(average per  
dealership)



**\$17.6B**  
**TOTAL SALES**

(all dealerships)



**\$1.4B**  
**PAYROLL**

**\$60,710**

Average Annual  
Earnings

**\$344M**

State and Federal  
Income Taxes Paid

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



**1.5%**  
**REGISTRATIONS**

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

**\$901M**  
**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**

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | [economics@nada.org](mailto:economics@nada.org)  
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 202 547-5500 | [legislative@nada.org](mailto:legislative@nada.org)