

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
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 202 547-5500 | legislative@nada.org