

# Driving Alabama's Economy

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

Numbers reflect annual economic activity during 2023.



**280**  
**DEALERSHIPS**  
(new car)



**32,487**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 15,182 direct jobs and  
17,305 indirect and induced jobs.



**54**  
**EMPLOYEES**  
(average per  
dealership)



**\$16B**  
**TOTAL SALES**  
(all dealerships)



**\$1.2B**  
**PAYROLL**

<b>\$81,705</b> Average Annual Earnings	<b>\$390M</b> State and Federal Income Taxes Paid
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**1.3%**  
**REGISTRATIONS**  
Alabama's Share of Total U.S.  
New-Vehicle Registrations

Source: Bureau of Labor Statistics,  
Center for Automotive Research,  
NADA, S&P Global, Taxfoundation.org,  
U.S. Census Bureau

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

**\$361M**  
**STATE SALES  
TAX PAID**



**NATIONAL AUTOMOBILE DEALERS ASSOCIATION**

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