

Driving California's Economy

Annual Contribution of California's New-Car Dealers

Numbers reflect annual economic activity during 2025.



1,334
DEALERSHIPS
(new car)



236,151
TOTAL JOBS
(created by dealerships)
Includes 110,863 direct jobs and
125,288 indirect and induced jobs.



83
EMPLOYEES
(average per
dealership)



\$153.4B
TOTAL SALES
(all dealerships)



\$10.7B
PAYROLL

\$96,941 Average Annual Earnings	\$3.3B State and Federal Income Taxes Paid
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Includes income taxes paid for direct,
indirect and induced jobs.



11.8%
REGISTRATIONS
California's Share of Total
U.S. New-Vehicle Registrations

\$11.1B
**STATE SALES
TAX PAID**

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



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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