

Driving South Dakota's Economy

Annual Contribution of South Dakota's New-Car Dealers

Numbers reflect annual economic activity during 2025.



84
DEALERSHIPS
(new car)



8,588
TOTAL JOBS
(created by dealerships)
Includes 4,225 direct jobs and
4,364 indirect and induced jobs.



50
EMPLOYEES
(average per
dealership)



\$3.5B
TOTAL SALES
(all dealerships)



\$305M
PAYROLL

\$72,085 Average Annual Earnings	\$51M State and Federal Income Taxes Paid
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0.3%
REGISTRATIONS
South Dakota's Share of Total
U.S. New-Vehicle Registrations

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

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

\$144M
**STATE SALES
TAX PAID**



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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