

# Driving North Carolina's Economy

Annual Contribution of North Carolina's New-Car Dealers

Numbers reflect annual economic activity during 2021.



**568**  
**DEALERSHIPS**  
(new car)



**73,184**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 35,160 direct jobs and  
38,024 indirect and induced jobs.



**62**  
**EMPLOYEES**  
(average per  
dealership)



**\$33.7B**  
**TOTAL SALES**

(all dealerships)



**\$2.6B**  
**PAYROLL**

**\$74,178**

Average Annual  
Earnings

**\$772M**

State and Federal  
Income Taxes Paid

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



**2.8%**  
**REGISTRATIONS**

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

**\$1B**  
**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**

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