

Driving California's Economy

Annual Contribution of California's New-Car Dealers

Numbers reflect annual economic activity during 2023.



1,333
DEALERSHIPS
(new car)



236,744
TOTAL JOBS
(created by dealerships)
Includes 111,142 direct jobs and
125,602 indirect and induced jobs.



83
EMPLOYEES
(average per
dealership)



\$151.9B
TOTAL SALES
(all dealerships)



\$10.8B
PAYROLL

\$97,188 Average Annual Earnings	\$3.5B State and Federal Income Taxes Paid
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Includes income taxes paid for direct,
indirect and induced jobs.



11.6%
REGISTRATIONS
California's Share of Total U.S.
New-Vehicle Registrations

\$11B
**STATE SALES
TAX PAID**

Source: Bureau of Labor Statistics,
Center for Automotive Research,
NADA, S&P Global, Taxfoundation.org,
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 | 800.563.5500 | legislative@nada.org