

# Driving Louisiana's Economy

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

Numbers reflect annual economic activity during 2023.



**284**  
**DEALERSHIPS**  
(new car)



**34,074**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 15,650 direct jobs and  
18,424 indirect and induced jobs.



**55**  
**EMPLOYEES**  
(average per  
dealership)



**\$15.1B**  
**TOTAL SALES**

(all dealerships)



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

**\$75,465**

Average Annual  
Earnings

**\$325M**

State and Federal  
Income Taxes Paid

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



**1.3%**  
**REGISTRATIONS**

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

**\$672M**  
**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**

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