

Driving South Dakota's Economy

Annual Contribution of South Dakota's New-Car Dealers

Numbers reflect annual economic activity during 2023.



83
DEALERSHIPS
(new car)



8,663
TOTAL JOBS
(created by dealerships)
Includes 4,261 direct jobs and
4,401 indirect and induced jobs.



51
EMPLOYEES
(average per
dealership)



\$3.4B
TOTAL SALES
(all dealerships)



\$311M
PAYROLL

\$73,073 Average Annual Earnings	\$58M State and Federal Income Taxes Paid
---	--



0.2%
REGISTRATIONS
South Dakota's Share of Total
U.S. New-Vehicle Registrations

Source: Bureau of Labor Statistics,
Center for Automotive Research,
NADA, S&P Global, Taxfoundation.org,
U.S. Census Bureau

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

\$135M
**STATE SALES
TAX PAID**



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