

CALIFORNIA'S NEW CAR DEALERS ARE DRIVING THE CALIFORNIA ECONOMY

ANNUAL CONTRIBUTIONS OF CALIFORNIA'S NEW CAR DEALERS

Total Sales	\$121.21 billion
Average sales per dealership	\$89.92 million
Percent of total Statewide Sales Tax collected	13%
Number of new car dealerships	1,346

DEALERS PROVIDE JOBS IN CALIFORNIA

Total payroll for all dealerships	\$7.99 billion
Total number of new car dealership employees in California	140,200

DEALERS PLAY AN IMPORTANT ROLE IN THE STATE AS LOCAL BUSINESS AND CIVIC LEADERS

Total taxes collected or paid	\$9.93 billion
Total spent for products and services from other California businesses	\$2.68 billion
Donations to charitable and civic organizations	\$46.64 million

2016 VEHICLE SALES

New vehicles sold	1,927,640
Used retail vehicles sold	777,796
Total new and used vehicles sold	2,705,436

This report provides an in-depth analysis of the economic impact of California new car and truck dealers on the State's economy. It includes estimates of employment, personal income, and tax collections generated by California new car dealers. Also included is a review of dealership financial statistics and operations. This report was prepared by Auto Outlook, Inc., an independent automotive market analysis firm, and was sponsored by the California New Car Dealers Association. The report was compiled based on data collected from new car dealerships throughout the state, as well as government sources.

www.cncda.org



2017 ECONOMIC IMPACT REPORT

THE CONTRIBUTIONS OF CALIFORNIA'S FRANCHISED NEW CAR DEALERS



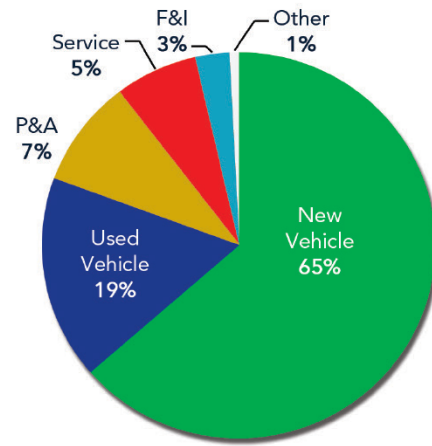
CALIFORNIA NEW CAR DEALERS ASSOCIATION

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2016 DEALERSHIP SALES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
New Vehicle Department	\$58.7 million	\$79.13 billion
Used Vehicle Department	\$17.5 million	\$23.59 billion
Service Department	\$4.28 million	\$5.77 billion
Parts and Accessories Department	\$6.02 million	\$8.11 billion
Finance and Insurance Department	\$2.81 million	\$3.79 billion
Other	\$.61 million	\$.82 billion
Total Dealership Sales	\$89.92 million	\$121.21 billion



EMPLOYMENT & PAYROLL

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Full Time Employees	97	130,800
Part Time Employees	7	9,400
Total Employees	104	140,200
Annual Payroll	\$5.925 million	\$7.99 billion
Workers' compensation premiums paid	\$178,000	\$239.94 million
Workers' compensation premiums per employee	\$1,835	

In 2016, **95%** of California new car dealers offered healthcare benefits to their employees and their dependents.

RETAIL VEHICLE SALES

SUMMARY FOR AVERAGE DEALERSHIP

	UNITS SOLD	\$ PER UNIT	TOTAL
New Vehicles	1,430	\$35,793	\$51.2 million
Used Vehicles	577	\$17,140	\$9.9 million

CHARITABLE GIVING

In 2016, California new car dealers made **over \$46 MILLION** in charitable donations to charitable and civic organizations.



Toyota Scion Carlsbad holiday book drive for WRC Oceanside.



Scholarship winners presentation in Elk Grove. In 2016, a total of 161 students received scholarships from the CNCDA Scholarship Foundation totaling \$118,000.

TAXES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
State Sales Tax	\$5.26 million	\$7.09 billion
Federal Payroll Taxes	\$1.53 million	\$2.06 billion
State Payroll Taxes	\$335,000	\$451.58 million
Real Estate Taxes	\$153,000	\$206.24 million
Other State and Local Taxes	\$90,000	\$121.32 million
Total Taxes Collected or Paid	\$7.37 million	\$9.93 billion



Niello Audi (Sacramento) check presentation to Shriners Hospitals for Children.



SJ Denham Chrysler Jeep Fiat (Redding) fills the jeep for its Holiday Drive



Puente Hills Chevrolet (City of Industry) check presentation to Hacienda Heights American Youth Soccer Organization

AVERAGE SALES TAX AND VLF GENERATED ON THE SALE OF A NEW VEHICLE IN LOS ANGELES: **\$3,363.54**

ADVERTISING

Franchised new car dealers in California collectively spent **over \$1.1 BILLION**.

