2023 ECONOMIC IMPACT REPORT

Orange County Franchised New Car and Truck Dealerships

OC AUTO FACTS:

122 Dealerships

$14.7 Billion in Sales

265,000 Vehicles Sold

11,956 Employees

$1.1 Billion Payroll

$846 Million Sales Tax

Over $4,400 in Sales Tax and Fees are Generated for Each New Vehicle Sold!

OC AUTO INDUSTRY FAST FACTS

122 FRANCHISED DEALERSHIPS IN ORANGE COUNTY

TOTAL DEALERSHIP SALES **$14.7 Billion**

NEW VEHICLE SALES **178,486**

USED VEHICLE SALES **87,352**

ORANGE COUNTY SOLD **MORE NEW VEHICLES THAN 24 STATES**

ORANGE COUNTY SOLD MORE BEV'S THAN 47 STATES

TOTAL EMPLOYMENT **11,956** EMPLOYEES

PAYROLL **$1.1 Billion**

AVERAGE OC DEALERSHIP'S PAYROLL IS $9,437,040

THE AVERAGE DEALERSHIP EMPLOYEE EARNS **$96,000 A YEAR**

SALES TAX COLLECTED **$846 Million**

AVERAGE DEALERSHIP COLLECTS OVER $6.9 MILLION IN SALES TAX

$109 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES

CHARITABLE CONTRIBUTIONS **$7,700,000**

AVERAGE CHARITABLE CONTRIBUTION OF $63,000 BY EACH DEALERSHIP

OCADA 2023
ECONOMIC IMPACT REPORT

SALES	AVERAGE OC DEALERSHIP	2023 OC TOTALS
New Vehicle Sales	$71,626,350	$8,738,414,700
Used Vehicle Sales	$30,325,070	$3,699,658,540
Service & Parts Dept. Sales	$14,135,795	$1,724,566,990
Other Departments	$5,176,834	$631,573,748
TOTAL DOLLAR SALES	**$121,264,049**	**$14,794,213,978**
Total New Units	1,463	178,486
Total Used Units	716	87,352
TOTAL VEHICLES SOLD	**2,179**	**265,838**

EMPLOYEES		
Total Full Time Employees	95	11,590
Total Part Time Employees	3	366
TOTAL EMPLOYEES	**98**	**11,956**
Total Wages	$9,437,040	$1,151,318,880
97% Provide Health Insurance/Benefits for Employees	$834,300	$101,784,600
TOTAL WAGES	**$10,271,340**	**$1,253,103,480**

EXPENSES		
Advertising	$1,015,615	$123,905,030
Products and Service From California Businesses	$2,293,212	$279,771,864
TOTAL EXPENSE	**$3,308,827**	**$403,676,894**

TAXES		
Total State Payroll Taxes	$563,037	$68,690,514
Total Federal Payroll Taxes	$2,458,305	$299,913,210
TOTAL EMPLOYEE TAXES	**$3,021,342**	**$368,603,724**
Sales Tax Collected	$6,940,452	$846,735,144
Property Taxes	$175,050	$21,356,100
TOTAL TAXES (paid or collected)	**$7,115,502**	**$868,091,244**
TOTAL TAX REVENUE GENERATED	**$10,136,844**	**$1,236,694,968**
TOTAL TAX REVENUE TO CITIES	**$895,542**	**$109,256,149**

OTHER FEES		
State and Local Business Taxes and Fees	$67,116	$8,188,152
CHARITABLE CONTRIBUTIONS	**$63,535**	**$7,751,270**

TOTAL # OF DEALERSHIPS IN COUNTY:		**122**

This Economic Impact Report was developed utilizilng statistics from the National Automobile Dealers Association and California New Car Dealers Association

OC DRIVEN FOR SUCCESS

CREATING TOMORROW'S AUTOMOTIVE TECHS TODAY

OC Driven for Success was started by Orange County's Dealers to provide a pathway to meaningful employment by making more students aware of, ready for, and connected to technical careers in the automotive industry.

750 New Automotive Technicians Needed Annually
Less Than 1/2 are Filled

We bring career awareness to high school students through an annual automotive technology event that introduces teens to industry professionals and provides the teens with a Community College pathway to the career.

64%
of current high school participants are from vulnerable neighborhoods.

76%
of scholarship recipients are the first generation to go to college!

To support career readiness, we provide scholarships to Orange County students - funds for them to use at OC Community Colleges for student fees, textbooks, tools, safety equipment and tuition.

To connect students to careers, we host job fairs on Orange County Community College campuses, so students can meet with dozens of potential employers in a place that is comfortable to the young adults.

It works! Students are regularly hired to begin their career as technicians.

OC AUTO SHOW
ANAHEIM CONVENTION CENTER • OCT 3rd - OCT 6th

orange county OCADA
automobile dealers association

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