## 2024 ECONOMIC IMPACT REPORT

Orange County Franchised New Car and Truck Dealerships









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

#### OC AUTO FACTS:

122 Dealerships

\$14.9 Billion in Sales

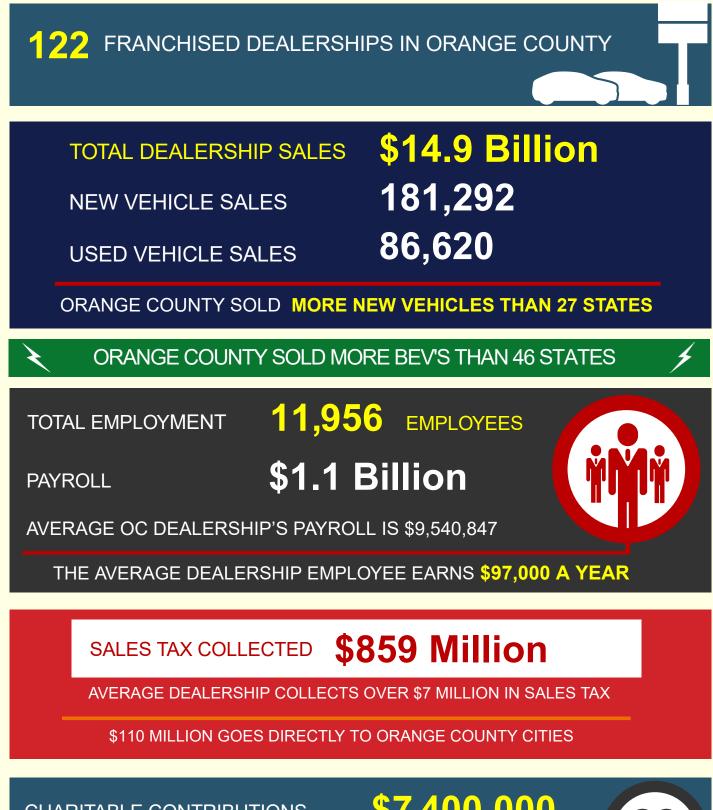
267,000 Vehicles Sold

#### 11,956 Employees

\$1.1 Billion Payroll

\$859 Million Sales Tax

## OC AUTO INDUSTRY FAST FACTS



CHARITABLE CONTRIBUTIONS

\$7,400,000



AVERAGE CHARITABLE CONTRIBUTION OF \$61,000 BY EACH DEALERSHIP

### OCADA 2024 ECONOMIC IMPACT REPORT

SALES AVI	ERAGE OC DEALERSHIP	2024 OC TOTALS
New Vehicle Sales	\$73,345,382	\$8,948,136,604
Used Vehicle Sales	\$29,294,018	\$3,573,870,196
Service & Parts Dept. Sales	\$15,015,504	\$1,831,891,488
Other Departments	\$5,269,151	\$642,836,422
TOTAL DOLLAR SALES	\$122,924,055	\$14,996,734,710
Total New Units	1,486	181,292
Total Used Units	710	86,620
TOTAL VEHICLES SOLD	2,196	267,912
EMPLOYEES		
Total Full Time Employees	95	11,590
Total Part Time Employees	3 98	366 11, <b>956</b>
TOTAL EMPLOYEES		
Total Wages 100% Provide Health Insurance/Benefits for Employees	\$9,540,847 \$866,838	\$1,163,983,334 \$105,754,236
TOTAL WAGES & BENEFITS	\$10,407,685	\$1,269,737,570
EXPENSES		
Advertising	\$1,044,052	\$127,374,344
Products and Service From California Businesse		\$289,563,828
TOTAL EXPENSE	\$3,417,526	<mark>\$416,938,172</mark>
TAXES		
Total State Payroll Taxes	\$571,483	\$69,720,926
Total Federal Payroll Taxes	\$2,490,263	\$303,812,086
TOTAL EMPLOYEE TAXES	\$3,061,746	\$373,533,012
Sales Tax Collected	\$7,044,559	\$859,436,198
Property Taxes	\$176,625	\$21,548,250
TOTAL TAXES (paid or collected)	\$7,221,184	<mark>\$880,984,448</mark>
TOTAL TAX REVENUE GENERATED TOTAL TAX REVENUE TO CITIES	\$10,282,930 \$908,975	<mark>\$1,254,517,460</mark> \$110,894,995
OTHER FEES	A 40 707	
State and Local Business Taxes and Fees	\$68,727	\$8,384,694
		\$7,441,268

122

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

TOTAL # OF DEALERSHIPS IN COUNTY:

# **DEALERSHIPS KEEP OC MOVING!**



# 4.4 MILLION Vehicle Repairs Annually by OC Dealerships Over 12,000 per day!



### Over 400 Technician Positions in OC Remain Unfilled



### **OCADA connects students to careers!**

We host job fairs on Orange County Community College campuses, so students can meet with dozens of potential dealership employers.

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



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#### Methodology

This report provides an in-depth analysis of the economic impact of Orange County's new car and truck dealers on the state and local economy. It includes estimates of employment, payroll, and tax collections generated by Orange County 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 OCADA and CNCDA. The report was compiled based on data collected from new car dealerships throughout Orange County, as well as government sources.