

# 2024 ECONOMIC IMPACT REPORT

## Orange County Franchised New Car and Truck Dealerships

### 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



**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

**\$14.9 Billion**

NEW VEHICLE SALES

**181,292**

USED VEHICLE SALES

**86,620**

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ORANGE COUNTY SOLD **MORE NEW VEHICLES THAN 27 STATES**



ORANGE COUNTY SOLD MORE BEV'S THAN 46 STATES



TOTAL EMPLOYMENT

**11,956** EMPLOYEES

PAYROLL

**\$1.1 Billion**

AVERAGE OC DEALERSHIP'S PAYROLL IS \$9,540,847

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THE AVERAGE DEALERSHIP EMPLOYEE EARNS **\$97,000 A YEAR**



SALES TAX COLLECTED **\$859 Million**

AVERAGE DEALERSHIP COLLECTS OVER \$7 MILLION IN SALES TAX

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\$110 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES

CHARITABLE CONTRIBUTIONS

**\$7,400,000**

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



# OCADA 2024 ECONOMIC IMPACT REPORT

SALES	AVERAGE 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
<b>TOTAL DOLLAR SALES</b>	<b>\$122,924,055</b>	<b>\$14,996,734,710</b>
Total New Units	1,486	181,292
Total Used Units	710	86,620
<b>TOTAL VEHICLES SOLD</b>	<b>2,196</b>	<b>267,912</b>
EMPLOYEES		
Total Full Time Employees	95	11,590
Total Part Time Employees	3	366
<b>TOTAL EMPLOYEES</b>	<b>98</b>	<b>11,956</b>
Total Wages	\$9,540,847	\$1,163,983,334
100% Provide Health Insurance/Benefits for Employees	\$866,838	\$105,754,236
<b>TOTAL WAGES &amp; BENEFITS</b>	<b>\$10,407,685</b>	<b>\$1,269,737,570</b>
EXPENSES		
Advertising	\$1,044,052	\$127,374,344
Products and Service From California Businesses	\$2,373,474	\$289,563,828
<b>TOTAL EXPENSE</b>	<b>\$3,417,526</b>	<b>\$416,938,172</b>
TAXES		
Total State Payroll Taxes	\$571,483	\$69,720,926
Total Federal Payroll Taxes	\$2,490,263	\$303,812,086
<b>TOTAL EMPLOYEE TAXES</b>	<b>\$3,061,746</b>	<b>\$373,533,012</b>
Sales Tax Collected	\$7,044,559	<b>\$859,436,198</b>
Property Taxes	\$176,625	\$21,548,250
<b>TOTAL TAXES (paid or collected)</b>	<b>\$7,221,184</b>	<b>\$880,984,448</b>
<b>TOTAL TAX REVENUE GENERATED</b>	<b>\$10,282,930</b>	<b>\$1,254,517,460</b>
<b>TOTAL TAX REVENUE TO CITIES</b>	<b>\$908,975</b>	<b>\$110,894,995</b>
OTHER FEES		
State and Local Business Taxes and Fees	\$68,727	\$8,384,694
<b>CHARITABLE CONTRIBUTIONS</b>	<b>\$60,994</b>	<b>\$7,441,268</b>
<b>TOTAL # OF DEALERSHIPS IN COUNTY:</b>		<b>122</b>



# 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.**



ANAHEIM CONVENTION CENTER • SEPT 25th - SEPT 28th



### 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.