

2025 ECONOMIC IMPACT REPORT

Orange County Franchised New Car and Truck Dealerships

OC AUTO FACTS:

122 Dealerships

\$15.6 Billion in Sales

275,000
Vehicles Sold

11,834 Employees

\$1.2 Billion Payroll

\$895 Million Sales Tax



**Over \$4,900 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

\$15.6 Billion

NEW VEHICLE SALES

186,294

USED VEHICLE SALES

89,182

ORANGE COUNTY SOLD **MORE NEW VEHICLES THAN 25 STATES**

ORANGE COUNTY SOLD MORE BEV'S THAN 46 STATES

TOTAL EMPLOYMENT

11,834 EMPLOYEES

PAYROLL

\$1.2 Billion

AVERAGE OC DEALERSHIP'S PAYROLL IS \$9,664,878

THE AVERAGE DEALERSHIP EMPLOYEE EARNS **\$99,000 A YEAR**



SALES TAX COLLECTED

\$895 Million

AVERAGE DEALERSHIP COLLECTS OVER \$7 MILLION IN SALES TAX

\$115 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES

CHARITABLE CONTRIBUTIONS

\$7,300,000

AVERAGE CHARITABLE CONTRIBUTION OF \$60,000 BY EACH DEALERSHIP



OCADA 2025 ECONOMIC IMPACT REPORT

SALES	AVERAGE OC DEALERSHIP	2025 OC TOTALS
New Vehicle Sales	\$77,012,651	\$9,395,543,422
Used Vehicle Sales	\$30,114,251	\$3,673,938,622
Service & Parts Dept. Sales	\$15,447,155	\$1,884,552,910
Other Departments	\$5,411,064	\$660,149,808
TOTAL DOLLAR SALES	\$127,985,121	\$15,614,184,762
Total New Units	1,527	186,294
Total Used Units	731	89,182
TOTAL VEHICLES SOLD	2,258	275,476
EMPLOYEES		
Total Full Time Employees	94	11,468
Total Part Time Employees	3	366
TOTAL EMPLOYEES	97	11,834
Total Wages	\$9,664,878	\$1,179,115,116
100% Provide Health Insurance/Benefits for Employees	\$888,509	\$105,754,236
TOTAL WAGES & BENEFITS	\$10,553,387	\$1,287,513,214
EXPENSES		
Advertising	\$1,082,682	\$132,087,204
Products and Service From California Businesses	\$2,430,437	\$296,513,314
TOTAL EXPENSE	\$3,513,119	\$428,600,518
TAXES		
Total State Payroll Taxes	\$581,198	\$70,906,156
Total Federal Payroll Taxes	\$2,542,559	\$310,192,198
TOTAL EMPLOYEE TAXES	\$3,123,757	\$381,098,354
Sales Tax Collected	\$7,340,430	\$895,532,460
Property Taxes	\$179,098	\$21,849,956
TOTAL TAXES (paid or collected)	\$7,519,528	\$917,382,416
TOTAL TAX REVENUE GENERATED	\$10,643,285	\$1,298,480,770
TOTAL TAX REVENUE TO CITIES	\$947,152	\$115,552,577
OTHER FEES		
State and Local Business Taxes and Fees	\$71,339	\$8,703,358
CHARITABLE CONTRIBUTIONS	\$59,896	\$7,307,312
TOTAL # OF DEALERSHIPS IN COUNTY:		122