

# 2018 ECONOMIC IMPACT REPORT

## Orange County Franchised New Car and Truck Dealerships

### OC AUTO FACTS:

121 Dealerships

\$12.4 Billion in Sales

295,000  
Vehicles Sold

12,500 Employees

\$770 Million Payroll

\$737 Million  
Sales Tax



## Orange County Sells More New Cars Than 24 States!

# OC AUTO INDUSTRY FAST FACTS

**121**

FRANCHISED DEALERSHIPS IN ORANGE COUNTY



TOTAL DEALERSHIP SALES **\$12.4 Billion**

NEW VEHICLE SALES **207,394**

USED VEHICLE SALES **87,967**

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

TOTAL EMPLOYMENT **12,500** EMPLOYEES

PAYROLL **\$770 Million**

AVERAGE OC DEALERSHIP'S PAYROLL IS \$6,360,000

THE AVERAGE DEALERSHIP EMPLOYEE SALARY IS **\$61,000 A YEAR**



SALES TAX COLLECTED **\$737 Million**

AVERAGE DEALERSHIP COLLECTS OVER \$6 MILLION IN SALES TAX

**\$95 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES**

CHARITABLE CONTRIBUTIONS

**\$6,655,000**



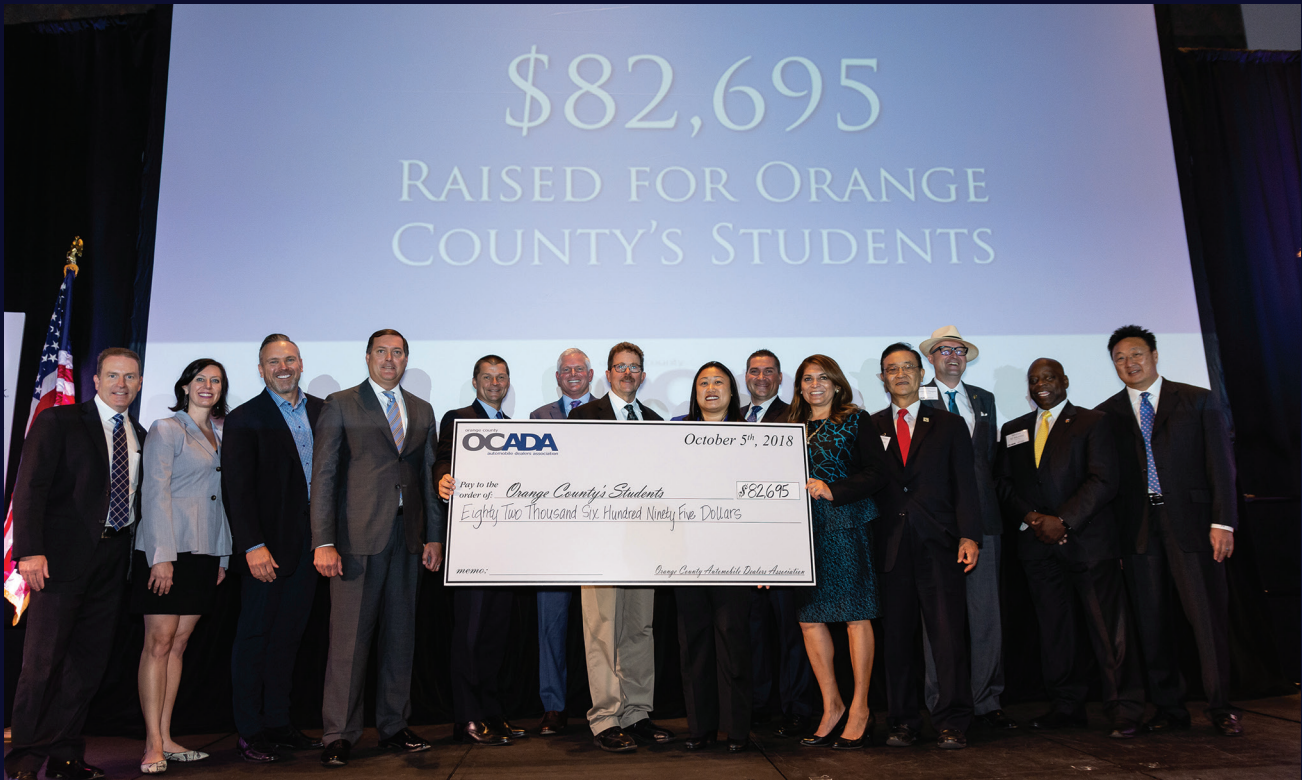
AVERAGE CHARITABLE CONTRIBUTION OF \$55,000 BY EACH DEALERSHIP

# 2018 ORANGE COUNTY AUTOMOBILE INDUSTRY PROFILE

SALES	AVERAGE DEALERSHIP	INDUSTRY
New Vehicle Sales	\$66,100,000	\$7,998,100,000
Used Vehicle Sales	\$21,333,000	\$2,581,293,000
Service & Parts Dept. Sales	\$11,710,000	\$1,416,910,000
Other Departments	\$4,110,000	\$497,310,000
<b>TOTAL DOLLAR SALES</b>	<b>\$103,253,000</b>	<b>\$12,493,613,000</b>
Total New Units	1,714	207,394
Total Used Units	727	87,967
<b>TOTAL VEHICLES SOLD</b>	<b>2,441</b>	<b>295,361</b>
EMPLOYEES		
Total Full Time Employees	100	12,100
Total Part Time Employees	4	484
<b>TOTAL EMPLOYEES</b>	<b>104</b>	<b>12,584</b>
Total Wages	\$6,360,000	\$769,560,000
% Providing Health for Employees and Dependents	90%	90%
<b>TOTAL WAGES</b>	<b>\$6,360,000</b>	<b>\$769,560,000</b>
EXPENSES		
Advertising	\$1,035,000	\$125,235,000
Products and Services From California Businesses	\$1,920,000	\$232,320,000
<b>TOTAL EXPENSE</b>	<b>\$2,955,000</b>	<b>\$357,555,000</b>
TAXES		
Total State Payroll Taxes	\$375,000	\$45,375,000
Total Federal Payroll Taxes	\$1,685,000	\$203,885,000
<b>TOTAL EMPLOYEE TAXES</b>	<b>\$2,060,000</b>	<b>\$249,260,000</b>
Sales Tax Collected	\$6,092,000	<b>\$737,132,000</b>
Property Taxes	\$154,000	\$18,634,000
<b>TOTAL TAXES (paid or collected)</b>	<b>\$6,246,000</b>	<b>\$755,766,000</b>
<b>TOTAL TAX REVENUE GENERATED</b>	<b>\$8,306,000</b>	<b>\$1,005,026,000</b>
<b>TOTAL TAX REVENUE TO CITIES</b>	<b>\$785,868</b>	<b>\$95,113,806</b>
OTHER FEES		
State and Local Business Taxes and Fees	\$64,000	\$7,744,000
<b>CHARITABLE CONTRIBUTIONS</b>	<b>\$55,000</b>	<b>\$6,655,000</b>
<b>TOTAL # OF DEALERSHIPS IN COUNTY:</b>		<b>121</b>



# STUDENT FUNDRAISING PROGRAM



**ORANGE COUNTY**  
INTERNATIONAL  
**AUTO SHOW**  
**OCTOBER 3 - 6, 2019**

orange county  
**OCADA**  
automobile dealers association

## 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.