

# 2019 ECONOMIC IMPACT REPORT

## Orange County Franchised New Car and Truck Dealerships

### OC AUTO FACTS:

120 Dealerships

\$12.6 Billion in Sales

290,000  
Vehicles Sold

12,600 Employees

\$793 Million Payroll

\$746 Million  
Sales Tax



**Over \$3,100 in Sales Tax and  
Fees are Generated for Every  
New Vehicle Sold!**

# OC AUTO INDUSTRY FAST FACTS

**120** FRANCHISED DEALERSHIPS IN ORANGE COUNTY



TOTAL DEALERSHIP SALES **\$12.6 Billion**

NEW VEHICLE SALES **199,680**

USED VEHICLE SALES **90,960**

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

TOTAL EMPLOYMENT **12,600** EMPLOYEES

PAYROLL **\$793 Million**

AVERAGE OC DEALERSHIP'S PAYROLL IS \$6,608,000



THE AVERAGE DEALERSHIP EMPLOYEE SALARY IS **\$63,000 A YEAR**

SALES TAX COLLECTED **\$746 Million**

AVERAGE DEALERSHIP COLLECTS OVER \$6 MILLION IN SALES TAX

**\$96 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES**

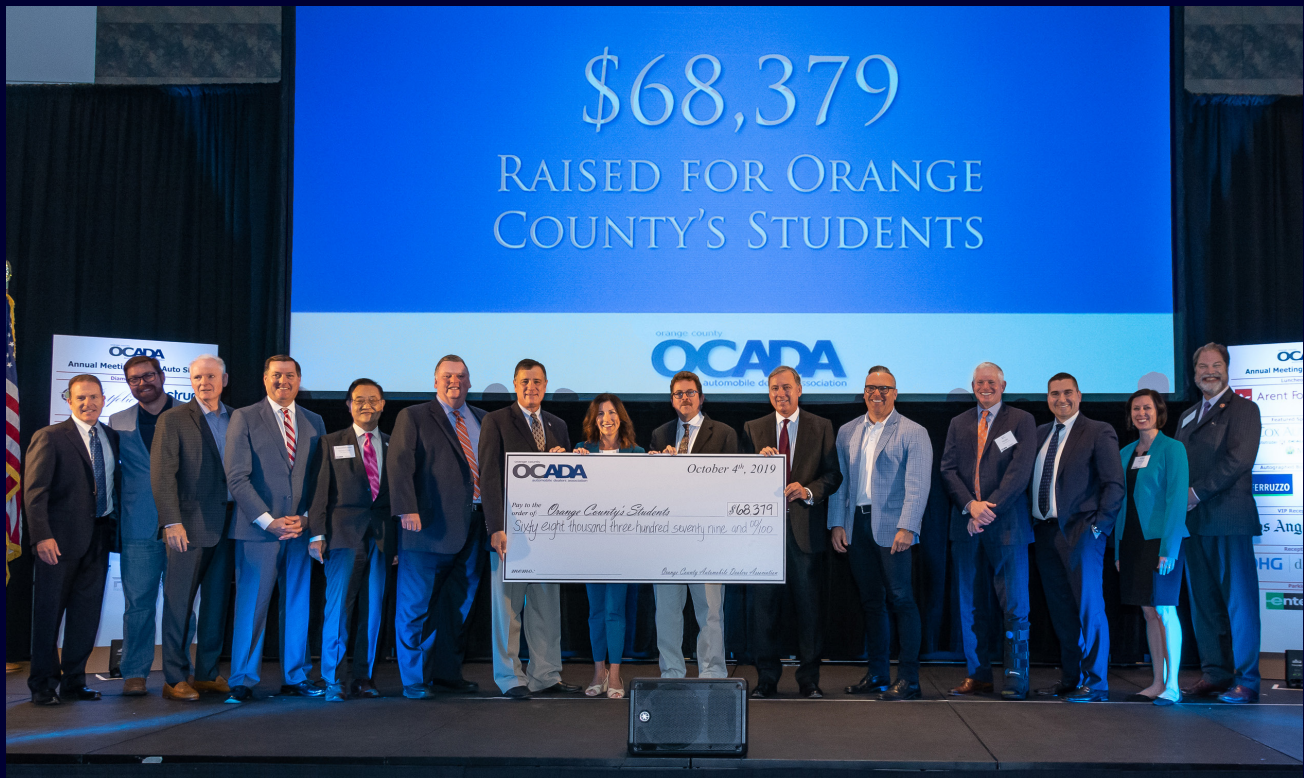
CHARITABLE CONTRIBUTIONS **\$6,745,000**



AVERAGE CHARITABLE CONTRIBUTION OF \$56,000 BY EACH DEALERSHIP

# 2019 ORANGE COUNTY AUTOMOBILE INDUSTRY PROFILE

SALES	AVERAGE OC DEALERSHIP	2019 OC TOTALS
New Vehicle Sales	\$66,893,200	\$8,027,184,000
Used Vehicle Sales	\$22,399,650	\$2,687,958,000
Service & Parts Dept. Sales	\$11,980,600	\$1,437,672,000
Other Departments	\$4,255,500	\$510,660,000
<b>TOTAL DOLLAR SALES</b>	<b>\$105,528,950</b>	<b>\$12,663,474,000</b>
Total New Units	1,664	199,680
Total Used Units	758	90,960
<b>TOTAL VEHICLES SOLD</b>	<b>2,422</b>	<b>290,640</b>
EMPLOYEES		
Total Full Time Employees	101	12,120
Total Part Time Employees	4	480
<b>TOTAL EMPLOYEES</b>	<b>105</b>	<b>12,600</b>
Total Wages	\$6,608,040	\$792,964,800
% Providing Health for Employees and Dependents	91%	91%
<b>TOTAL WAGES</b>	<b>\$6,608,040</b>	<b>\$792,964,800</b>
EXPENSES		
Advertising	\$1,055,700	\$126,684,000
Products and Service From California Businesses	\$1,956,480	\$234,777,600
<b>TOTAL EXPENSE</b>	<b>\$3,012,180</b>	<b>\$361,461,600</b>
TAXES		
Total State Payroll Taxes	\$390,000	\$46,800,000
Total Federal Payroll Taxes	\$1,755,770	\$210,692,400
<b>TOTAL EMPLOYEE TAXES</b>	<b>\$2,145,770</b>	<b>\$257,492,400</b>
Sales Tax Collected	\$6,219,932	<b>\$746,391,840</b>
Property Taxes	\$158,620	\$19,034,400
<b>TOTAL TAXES (paid or collected)</b>	<b>\$6,378,552</b>	<b>\$765,426,240</b>
<b>TOTAL TAX REVENUE GENERATED</b>	<b>\$8,524,322</b>	<b>\$1,022,918,640</b>
<b>TOTAL TAX REVENUE TO CITIES</b>	<b>\$802,371</b>	<b>\$96,284,547</b>
OTHER FEES		
State and Local Business Taxes and Fees	\$64,512	\$7,741,440
<b>CHARITABLE CONTRIBUTIONS</b>	<b>\$56,210</b>	<b>\$6,745,200</b>
<b>TOTAL # OF DEALERSHIPS IN COUNTY:</b>		<b>120</b>



# OC AUTO SHOW

**SEPTEMBER 24-27, 2020**

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.