

2020 ECONOMIC IMPACT REPORT

Orange County Franchised New Car and Truck Dealerships

OC AUTO FACTS:

120 Dealerships

\$11.3 Billion in Sales

248,000
Vehicles Sold

12,000 Employees

\$799 Million Payroll

\$663 Million Sales Tax



**Over \$3,800 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 **\$11.3 Billion**

NEW VEHICLE SALES **159,240**

USED VEHICLE SALES **89,280**

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

TOTAL EMPLOYMENT **12,120** EMPLOYEES

PAYROLL **\$799 Million**

AVERAGE OC DEALERSHIP'S PAYROLL IS \$6,660,000



THE AVERAGE DEALERSHIP EMPLOYEE SALARY IS **\$66,000 A YEAR**

SALES TAX COLLECTED **\$663 Million**

AVERAGE DEALERSHIP COLLECTS OVER \$5.5 MILLION IN SALES TAX

\$85 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES

CHARITABLE CONTRIBUTIONS **\$6,880,000**



AVERAGE CHARITABLE CONTRIBUTION OF \$57,000 BY EACH DEALERSHIP

OCADA 2020 ECONOMIC IMPACT REPORT

SALES	AVERAGE OC DEALERSHIP	2020 OC TOTALS
New Vehicle Sales	\$56,190,288	\$6,742,834,560
Used Vehicle Sales	\$22,556,448	\$2,706,773,760
Service & Parts Dept. Sales	\$11,089,260	\$1,330,711,200
Other Departments	\$4,182,611	\$501,913,320
TOTAL DOLLAR SALES	\$94,018,607	\$11,282,232,840
Total New Units	1,327	159,240
Total Used Units	744	89,280
TOTAL VEHICLES SOLD	2,071	248,520
EMPLOYEES		
Total Full Time Employees	97	11,640
Total Part Time Employees	4	480
TOTAL EMPLOYEES	101	12,120
Total Wages	\$6,660,904	\$799,308,480
% Providing Health for Employees and Dependents	96%	96%
TOTAL WAGES	\$6,660,904	\$799,308,480
EXPENSES		
Advertising	\$939,573	\$112,748,760
Products and Service From California Businesses	\$1,823,439	\$218,812,680
TOTAL EXPENSE	\$2,763,012	\$331,561,440
TAXES		
Total State Payroll Taxes	\$391,560	\$46,987,200
Total Federal Payroll Taxes	\$1,761,037	\$211,324,440
TOTAL EMPLOYEE TAXES	\$2,152,597	\$258,311,640
Sales Tax Collected	\$5,529,520	\$663,542,400
Property Taxes	\$163,379	\$19,605,480
TOTAL TAXES (paid or collected)	\$5,692,899	\$683,147,880
TOTAL TAX REVENUE GENERATED	\$7,845,496	\$941,459,520
TOTAL TAX REVENUE TO CITIES	\$713,486	\$85,618,375
OTHER FEES		
State and Local Business Taxes and Fees	\$63,544	\$7,625,280
CHARITABLE CONTRIBUTIONS	\$57,334	\$6,880,080
TOTAL # OF DEALERSHIPS IN COUNTY:		120

OC AUTO SHOW

STUDENT FUNDRAISING PROGRAM

OVER \$500,000 RAISED FOR ORANGE COUNTY STUDENTS



OC AUTO SHOW OCT 7-10, 2021

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.