

2021 ECONOMIC IMPACT REPORT

Orange County Franchised New Car and Truck Dealerships

OC AUTO FACTS:

120 Dealerships

\$14 Billion in Sales

281,000
Vehicles Sold

12,000 Employees

\$909 Million Payroll

\$815 Million Sales Tax



**Over \$4,100 in Sales Tax and
Fees are Generated for Each
New Vehicle Sold!**

OC AUTO INDUSTRY FAST FACTS

120 FRANCHISED DEALERSHIPS IN ORANGE COUNTY



TOTAL DEALERSHIP SALES **\$14.2 Billion**

NEW VEHICLE SALES **178,920**

USED VEHICLE SALES **102,720**

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

TOTAL EMPLOYMENT **12,120** EMPLOYEES

PAYROLL **\$909 Million**

AVERAGE OC DEALERSHIP'S PAYROLL IS \$7,573,448



THE AVERAGE DEALERSHIP EMPLOYEE EARNS **\$75,000 A YEAR**

SALES TAX COLLECTED **\$815 Million**

AVERAGE DEALERSHIP COLLECTS OVER \$6.7 MILLION IN SALES TAX

\$105 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES

CHARITABLE CONTRIBUTIONS

\$7,300,000



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

OCADA 2021 ECONOMIC IMPACT REPORT

SALES	AVERAGE OC DEALERSHIP	2021 OC TOTALS
New Vehicle Sales	\$69,114,054	\$8,293,686,480
Used Vehicle Sales	\$31,353,463	\$3,762,415,560
Service & Parts Dept. Sales	\$12,686,908	\$1,522,428,960
Other Departments	\$5,016,015	\$601,921,800
TOTAL DOLLAR SALES	\$118,170,440	\$14,180,452,800
Total New Units	1,491	178,920
Total Used Units	856	102,720
TOTAL VEHICLES SOLD	2,347	281,640
EMPLOYEES		
Total Full Time Employees	97	11,640
Total Part Time Employees	4	480
TOTAL EMPLOYEES	101	12,120
Total Wages	\$7,573,448	\$908,813,760
% Providing Health for Employees and Dependents	94%	94%
TOTAL WAGES	\$7,573,448	\$908,813,760
EXPENSES		
Advertising	\$1,024,135	\$122,896,200
Products and Service From California Businesses	\$2,005,783	\$240,693,960
TOTAL EXPENSE	\$3,029,918	\$363,590,160
TAXES		
Total State Payroll Taxes	\$444,421	\$53,330,520
Total Federal Payroll Taxes	\$2,007,582	\$240,909,840
TOTAL EMPLOYEE TAXES	\$2,452,003	\$294,240,360
Sales Tax Collected	\$6,790,251	\$814,830,120
Property Taxes	\$169,914	\$20,389,680
TOTAL TAXES (paid or collected)	\$6,960,165	\$835,219,800
TOTAL TAX REVENUE GENERATED	\$9,412,168	\$1,129,460,160
TOTAL TAX REVENUE TO CITIES	\$876,161	\$105,139,372
OTHER FEES		
State and Local Business Taxes and Fees	\$69,263	\$8,311,560
CHARITABLE CONTRIBUTIONS	\$60,774	\$7,292,880
TOTAL # OF DEALERSHIPS IN COUNTY:		120



CREATING TOMORROW'S AUTOMOTIVE TECHS TODAY

OC Driven for Success was started by Orange County's Dealers to provide a pathway to meaningful employment by making more students aware of, ready for, and connected to technical careers in the automotive industry.



750 New Automotive Technicians Needed Annually
Less Than 1/2 are Filled



We bring career awareness to high school students through an annual automotive technology competition that introduces teens to industry professionals and provides the teens with a Community College pathway to the career.

64% of current high school participants are from vulnerable neighborhoods.



76% 
of student recipients are the first generation to go to college!

To support career readiness, we provide scholarships to Orange County students - funds for them to use at OC Community Colleges for student fees, textbooks, tools, safety equipment and tuition.

To connect students to careers, we host job fairs on Orange County Community College campuses, so students can meet with dozens of potential employers in a place that is comfortable to the young adults.

It works! Students are regularly hired to begin their career as technician trainees.

OC AUTO SHOW

ANAHEIM CONVENTION CENTER • SEPT 28 - OCT 2ND

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.