

# 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**

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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



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

SALES TAX COLLECTED **\$815 Million**

AVERAGE DEALERSHIP COLLECTS OVER \$6.7 MILLION IN SALES TAX

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**\$105 MILLION GOES DIRECTLY TO ORANGE COUNTY CITIES**

CHARITABLE CONTRIBUTIONS

**\$7,300,000**



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





# 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.