

Driving the United States' Economy

Annual Contribution of the United States' New-Car Dealers

Numbers reflect annual economic activity during 2022.



16,773
DEALERSHIPS
(new car)



2,265,293
TOTAL JOBS
(created by dealerships)
Includes 1,069,633 direct jobs and
1,195,660 indirect and induced jobs.



64
EMPLOYEES
(average per
dealership)



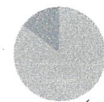
\$1.2T
TOTAL SALES

(all dealerships)



\$95B
PAYROLL

\$88,790 Average Annual Earnings	\$28.7B State and Federal Income Taxes Paid
---	--



\$110.2B
**STATE SALES
TAX PAID**

Source: Center for Automotive
Research, NADA, S&P Global,
Taxfoundation.org, U.S. Bureau of
Labor Statistics, U.S. Census Bureau

Includes income taxes paid for direct,
indirect and induced jobs.



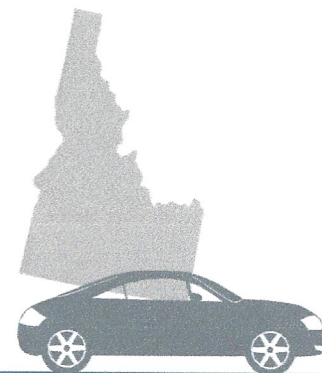
NATIONAL AUTOMOBILE DEALERS ASSOCIATION

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | economics@nada.org
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 800.563.5500 | legislative@nada.org

Driving Idaho's Economy

Annual Contribution of Idaho's New-Car Dealers

Numbers reflect annual economic activity during 2022.



102

DEALERSHIPS

(new car)



12,547

TOTAL JOBS

(created by dealerships)

Includes 6,390 direct jobs and
6,158 indirect and induced jobs.



63

EMPLOYEES

(average per
dealership)



\$5.7B

TOTAL SALES

(all dealerships)



\$512M

PAYROLL

\$80,093

Average Annual
Earnings

\$147M

State and Federal
Income Taxes Paid

Includes income taxes paid for direct,
indirect and induced jobs.



0.5%

REGISTRATIONS

Idaho's Share of Total
U.S. New-Vehicle Registrations

\$343M

**STATE SALES
TAX PAID**

Source: Center for Automotive
Research, NADA, S&P Global,
Taxfoundation.org, U.S. Bureau of
Labor Statistics, U.S. Census Bureau



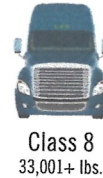
NATIONAL AUTOMOBILE DEALERS ASSOCIATION

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | economics@nada.org
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 800.563.5500 | legislative@nada.org

Driving Idaho's Economy

Annual Contribution of Idaho's Class 4-8 New-Truck Dealers

Numbers reflect annual economic activity during 2022.



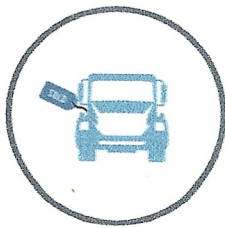
24

TOTAL NEW-TRUCK
DEALERSHIPS



DEALERSHIP
EMPLOYEES

1,441



\$1.3B
TOTAL SALES



\$90M
PAYROLL



2,854
ANNUAL
REGISTRATIONS
(Class 4-8 new trucks)



AMERICAN TRUCK DEALERS

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | economics@nada.org
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 202.547.5500 | legislative@nada.org

Source: NADA, S&P Global

Franchise Dealers Gross Sales

\$7 bn

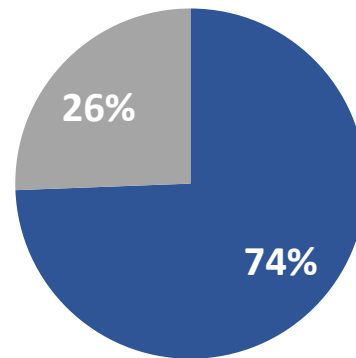
In total sales for 2022

Franchise Dealers Sales account for

6% of Gross State Product

New Franchised Auto and Truck Dealer Sales as a Percent of Retail Trade GSP Category

- New Franchised Auto and Truck Dealer Sales
- Retail Trade GSP Minus New Franchised Auto and Truck Dealer Sales

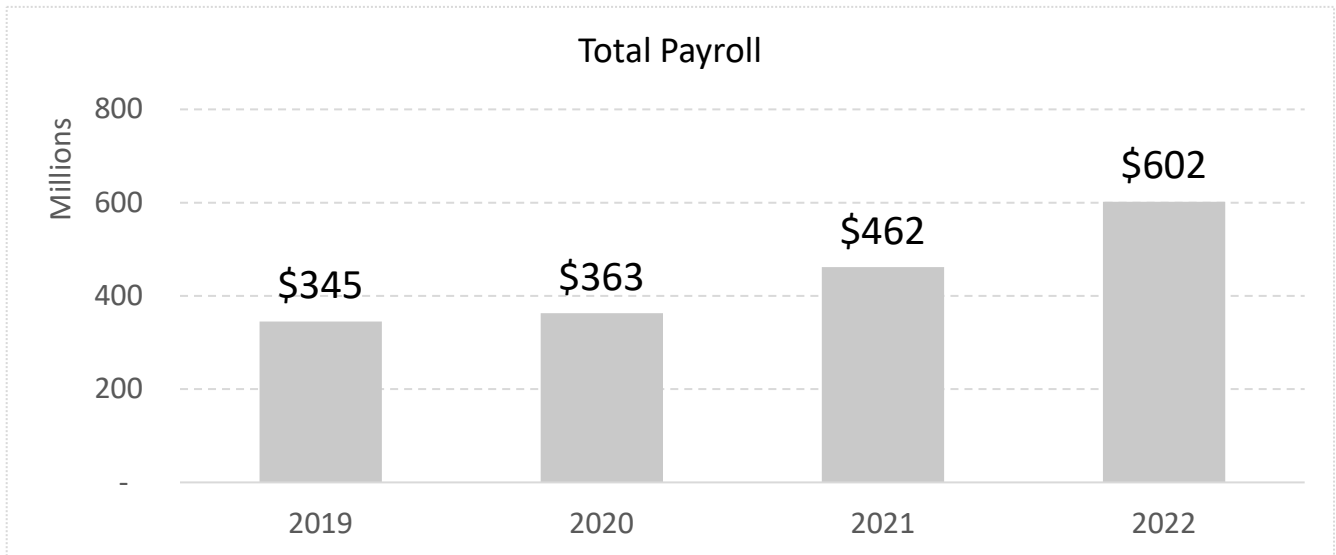
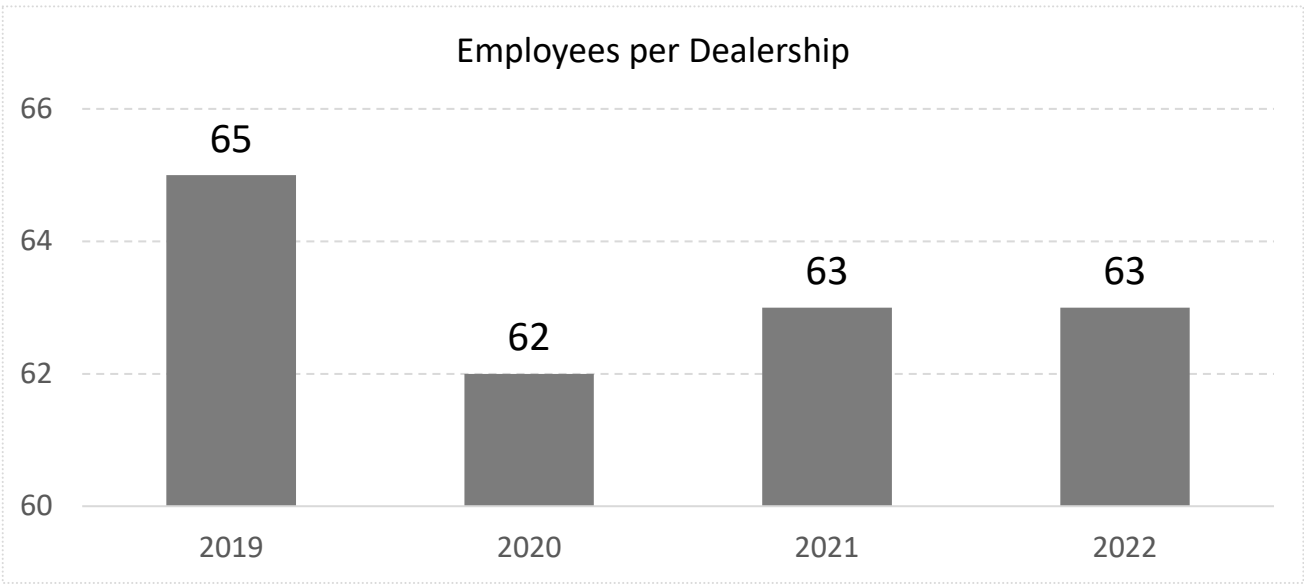
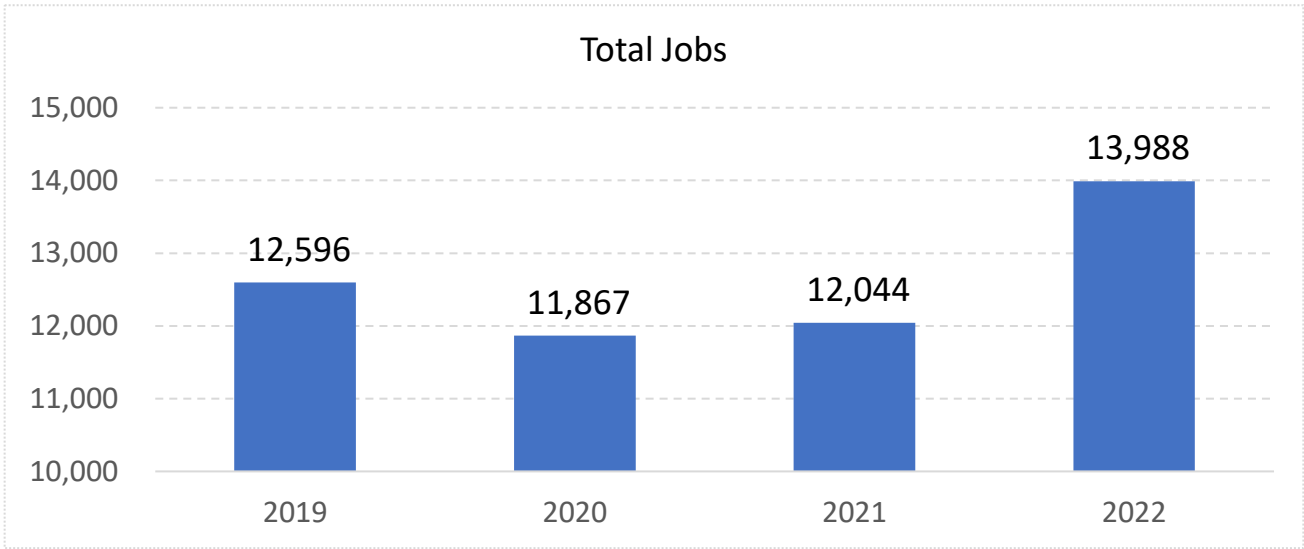


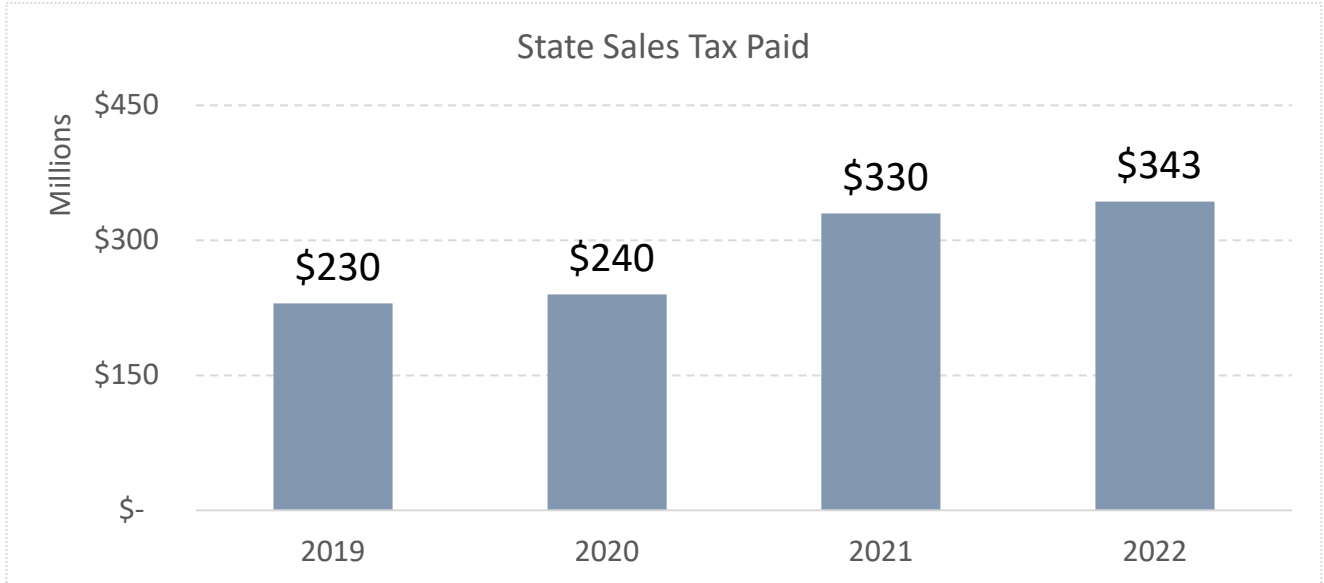
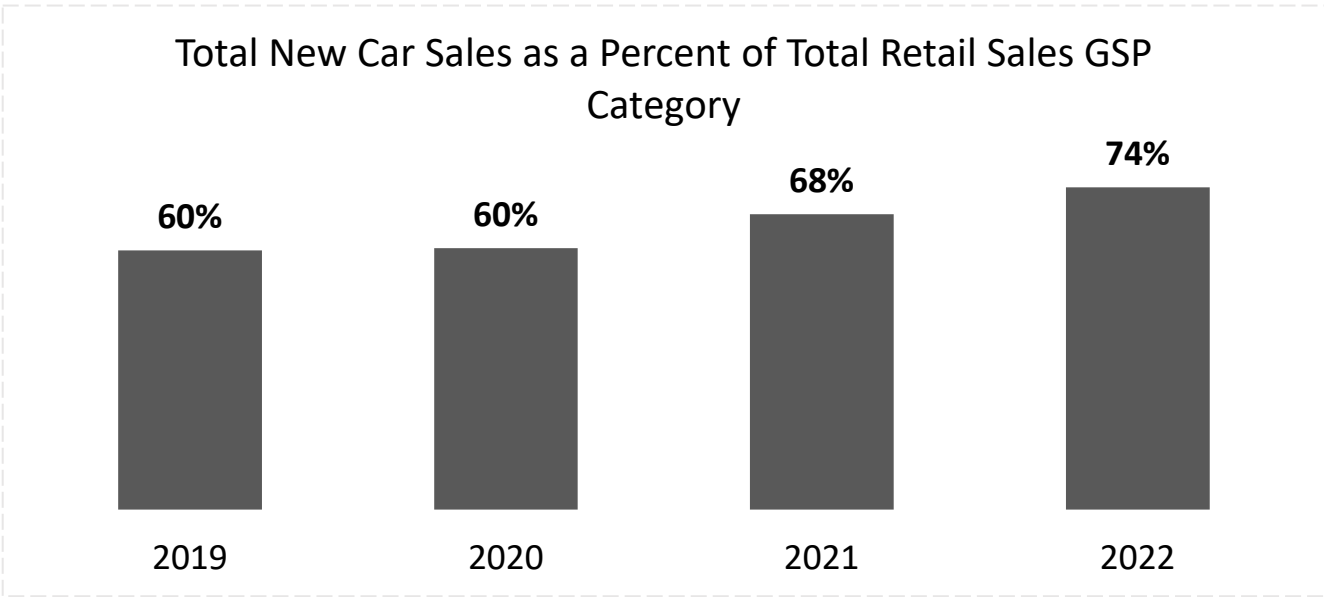
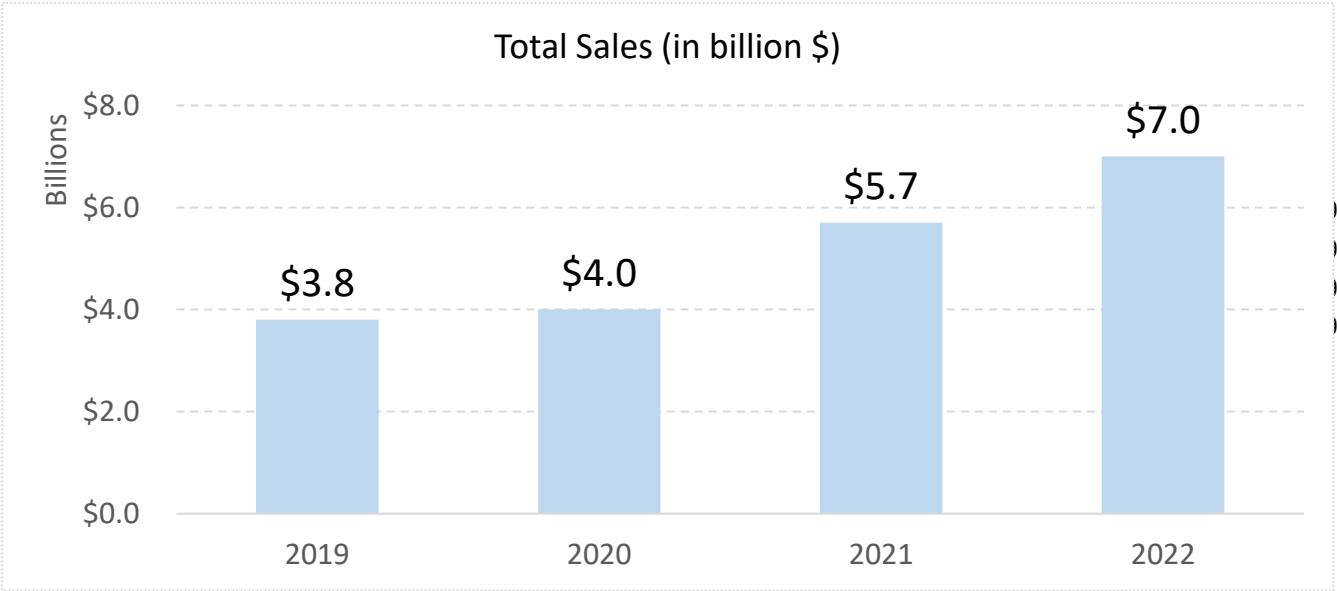
Auto Dealer Payroll and Multiplier Effect



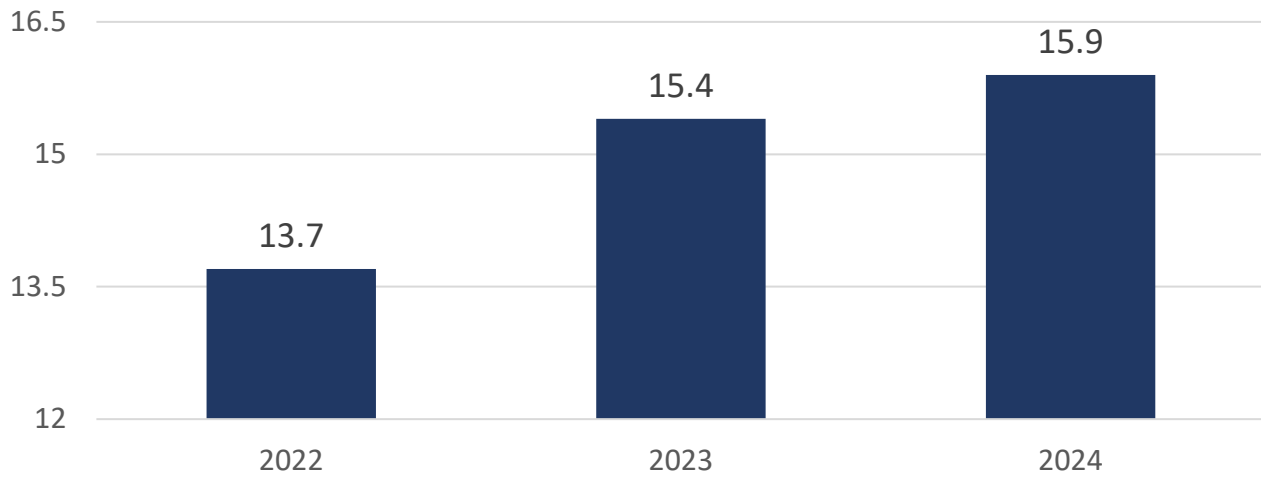
- Total Payroll
- Multiplier Effect (1.66x)

The total payroll for Auto Dealers in 2022 was \$602 million. Using the multiplier calculated by EMSI for 2020, the total payroll multiplier effect is \$999 million, with \$397 million added by the multiplier.





SAR (in Millions)



Incentive Spend per Unit

