

2023

ECONOMIC IMPACT REPORT

THE CONTRIBUTIONS OF SAN DIEGO COUNTY FRANCHISED NEW CAR DEALERS



NEW CAR
DEALERS ASSOCIATION
SAN DIEGO COUNTY

San Diego County's Franchised New Car Dealers

remained a substantial regional economic generator in 2022, actually showing improvements in nearly every category over 2021. Combined sales revenue from new and used vehicles increased for the second consecutive year, and combined with revenue increases from service and parts sales, total dealership sales reached more than \$14 billion. **The extraordinary economic impact of San Diego County's franchised new car dealers is spread throughout the region. There are dealerships in every major municipality, including: Carlsbad, Chula Vista, El Cajon, Encinitas, Escondido, La Jolla, La Mesa, Lemon Grove, National City, Oceanside, Pacific Beach, Poway, San Diego and Vista.**

San Diego County dealers employed more than 12,000 full and part time employees in 2022 with a payroll exceeding \$1 billion for the second year in a row. Additionally, dealers made purchases from other California businesses totaling more than \$260 million.

2022 SAN DIEGO COUNTY DEALERSHIP SALES: \$14.1 BILLION

New Vehicle Sales:	\$7,817,108,544
Used Vehicle Sales:	\$3,760,172,262
Parts & Accessories:	\$986,384,952
Service Department:	\$722,265,138
Finance & Insurance:	\$527,801,148
Other Departments:	\$252,534,366

TOTAL **\$14,066,266,410**

EMPLOYMENT & PAYROLL: \$1.2 BILLION

Full-time employees: 12,096

Part-time employees: 378

Payroll: \$1,228,496,472

Worker's Compensation Premiums Paid: \$14,212,800

TAXES & FEES PAID BY DEALERSHIPS: \$1.25 BILLION

State Sales Tax: \$817,447,680

Federal Payroll Taxes: \$323,508,024

State Payroll Taxes: \$77,219,730

Real Estate Taxes: \$28,185,570

Other Taxes/Fees: \$5,521,572

TOTAL: \$1,251,882,576

ELECTRIC VEHICLES

Plug-in Vehicle Sales Capture **20% Market Share in 2022** • 16.6% EV / 3.1% PHEV

Dealers plan to spend **\$23.6 million on EV infrastructure in 2023** (\$6.5 million in 2022)

37% of dealer staff now classified as **EV Experts**

32% of dealer technicians are now **EV Certified**

FRANCHISED NEW CAR DEALERS AN ECONOMIC ENGINE FOR SAN DIEGO COUNTY

DEALERSHIP SALES

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DEALERSHIP EMPLOYMENT

Total Dealership Employees:	12,474
Payroll:	\$1,228,496,472
Worker's compensation premiums:	\$14,212,800

DEALERSHIP TAXES & FEES

Total Taxes & Fees:	\$1.25 Billion
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DEALERSHIP PURCHASING

Purchases from CA businesses:	\$259,985,502
Local Advertising:	\$119,546,028

CHARITABLE CONTRIBUTIONS

Personal & Dealership Contributions:	\$5,521,572
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ELECTRIC VEHICLES

Plug-in Vehicle Sales:	20% Market Share
Planned EV Infrastructure Expense:	\$23.6 million
Percent of Sales Staff EV Experts:	37%
Percent of Technicians EV Certified:	32%

The New Car Dealers Association® San Diego County (NCDA) prepared the 2023 Economic Impact Report which highlights the significant financial and employment contributions generated by San Diego County's franchised new car dealers to the region's economy. Auto Outlook, Inc., an independent automotive analysis firm, collects the data presented in this report.