

THE CONTRIBUTIONS OF SAN DIEGO COUNTY
FRANCHISED NEW CAR DEALERS

ECONOMIC IMPACT REPORT 2024



NEW CAR
DEALERS ASSOCIATION
SAN DIEGO COUNTY

San Diego County's Franchised New Car Dealers remained a significant regional economic generator in 2023, showing improvements in nearly every category over 2022. Sales revenue from new and used vehicles increased for the third consecutive year, and combined with revenue increases from service and parts sales, total dealership sales reached more than \$14.3 billion – resulting in \$1.3 billion in taxes and fees. San Diego County dealers employed more than 12,000 full and part time employees in 2023 with a payroll exceeding \$1.2 billion for the second year in a row. Additionally, dealers made purchases from other California businesses totaling more than \$266 million.

The extraordinary economic impact of San Diego County's 120+ franchised new car dealers is spread throughout the region, with dealerships located 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.

2023 SAN DIEGO COUNTY DEALERSHIP SALES: \$14.3 BILLION

| | |
|---------------------------------|------------------------|
| New Vehicle Sales: | \$8,309,586,348 |
| Used Vehicle Sales: | \$3,459,358,476 |
| Parts & Accessories: | \$1,046,554,488 |
| Service Department: | \$742,488,516 |
| Finance & Insurance: | \$532,023,534 |
| Other Departments: | \$247,483,656 |

TOTAL **\$14,337,495,018**

EMPLOYMENT & PAYROLL: \$1.25 BILLION

Full-time employees: 11,970

Part-time employees: 378

Payroll: \$1,250,609,346

Employee Benefits: \$104,611,500

TAXES & FEES PAID BY DEALERSHIPS: \$1.27 BILLION

| | |
|------------------------|------------------------|
| State Sales Tax: | \$833,796,684 |
| Federal Payroll Taxes: | \$330,301,692 |
| State Payroll Taxes: | \$78,918,588 |
| Real Estate Taxes: | \$28,721,070 |
| Other Taxes/Fees: | \$5,615,442 |
| TOTAL: | \$1,277,353,476 |

ELECTRIC VEHICLES

Plug-in Vehicle Sales Captured **26% Market Share in 2023** 22.2% EV / 3.7% PHEV

Dealers plan to spend **\$25 million on EV infrastructure in 2024** (up 277% from 2022)

48% of dealer technicians are now **EV Certified** (up 50% over 2023)

FRANCHISED NEW CAR DEALERS AN ECONOMIC ENGINE FOR SAN DIEGO COUNTY

DEALERSHIP SALES

| | |
|--------------------------------|-----------------------|
| Total Dealership Sales: | \$14.3 Billion |
| New Vehicle Sales: | \$8,309,586,348 |
| Used Vehicle Sales: | \$3,459,358,476 |
| Parts & Accessories: | \$1,046,554,488 |
| Service Department: | \$742,488,516 |
| Finance & Insurance: | \$532,023,534 |
| Other Departments: | \$247,483,656 |

DEALERSHIP EMPLOYMENT

| | |
|------------------------------------|-----------------|
| Total Dealership Employees: | 12,348 |
| Payroll: | \$1,250,609,346 |
| Employee Benefits: | \$104,611,500 |

DEALERSHIP TAXES & FEES

| | |
|--------------------------------|-----------------------|
| Total Taxes & Fees: | \$1.28 Billion |
| State Sales Tax: | \$833,796,684 |
| Federal Payroll Taxes: | \$330,301,692 |
| State Payroll Taxes: | \$78,918,588 |
| Real Estate Taxes: | \$28,721,070 |
| Other Taxes/Fees: | \$5,615,442 |

DEALERSHIP PURCHASING

| | |
|-------------------------------|---------------|
| Purchases from CA businesses: | \$266,745,150 |
| Local Advertising: | \$124,327,854 |

CHARITABLE CONTRIBUTIONS

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|--------------------------------------|-------------|
| Personal & Dealership Contributions: | \$4,392,612 |
|--------------------------------------|-------------|

ELECTRIC VEHICLES

| | |
|--------------------------------------|------------------|
| Plug-in Vehicle Sales: | 26% Market Share |
| Planned EV Infrastructure Expense: | \$25 million |
| Percent of Technicians EV Certified: | 48% |

The New Car Dealers Association@ San Diego County (NCDA) prepared the 2024 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.

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