

The Contributions of San Diego County
Franchised New Car Dealers

ECONOMIC IMPACT REPORT 2025



NEW CAR
DEALERS ASSOCIATION
SAN DIEGO COUNTY

ECONOMIC IMPACT

San Diego County’s Franchised New Car Dealers remain a vital regional economic generator. With combined sales revenue from new and used vehicles increasing for the fourth consecutive year, and revenue growth from service and parts sales, total dealership sales reached more than \$14.5 billion – *generating \$1.3 billion in taxes and fees*. San Diego County dealers employed more than 12,000 full and part time employees in 2024 with a payroll exceeding \$1.2 billion for the third year in a row. Additionally, dealers made purchases from other California businesses totaling nearly \$280 million, and contributed more than \$5 million to charitable and civic organizations.

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.

\$14.6 BILLION IN TOTAL DEALERSHIP SALES



NEW VEHICLE SALES

\$8,542,254,798

USED VEHICLE SALES

\$3,355,577,694

SERVICE DEPARTMENT

\$794,462,760

PARTS & ACCESSORIES

\$1,096,789,050

FINANCE & INSURANCE

\$542,663,982

OTHER DEPARTMENTS

\$250,700,940

260,000

new and used vehicles were sold in San Diego County by franchised new car dealers in 2024—more than the total sales in half of U.S. states.

**\$1.26 BILLION PAID
IN TOTAL PAYROLL**



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**FULL TIME EMPLOYEES
11,970**

**PART TIME EMPLOYEES
441**

**EMPLOYEE BENEFITS
\$106,389,864**

**AVERAGE EMPLOYEE EARNINGS
\$102,000**

**\$1.3 BILLION PAID
IN TAXES & FEES**



**STATE SALES TAX
\$848,805,048**

**FEDERAL PAYROLL TAX
\$334,595,646**

**STATE PAYROLL TAX
\$80,339,112**

**REAL ESTATE TAX
\$28,922,166**

**OTHER TAXES & FEES
\$5,738,922**

**More EVs
were sold in
San Diego
County than in
43 states.**

ELECTRIC VEHICLES

**EV REGISTRATIONS
22.9% (+3%)**

**PHEV REGISTRATIONS
3.9% (+5%)**

**DEALER INVESTMENT
IN EV INFRASTRUCTURE
\$66M (2023-2025)**

**FRANCHISE DEALER
MARKET SHARE OF EV SALES
+23.8% (2024)**

**CERTIFIED EV TECHS
52%**

FRANCHISED NEW CAR DEALERS AN ECONOMIC ENGINE FOR SAN DIEGO COUNTY

DEALERSHIP SALES

TOTAL DEALERSHIP SALES:	\$14,582,449,224
New Vehicle Sales:	\$8,542,254,798
Used Vehicle Sales:	\$3,355,577,694
Parts & Accessories:	\$1,096,789,050
Service Department:	\$794,462,760
Finance & Insurance:	\$542,663,982
Other Departments:	\$250,700,940

DEALERSHIP EMPLOYMENT

TOTAL DEALER EMPLOYEES:	12,411
Payroll:	\$1,261,864,800
Employee Benefits:	\$106,389,864

DEALERSHIP TAXES & FEES

TOTAL TAXES & FEES:	\$1,298,400,894
State Sales Tax:	\$848,805,048
Federal Payroll Tax:	\$14,582,449,224
State Payroll Tax:	\$80,339,112
Real Estate Tax:	\$28,922,166
Other Taxes/Fees:	\$5,738,922

DEALERSHIP PURCHASING

Purchases from CA Businesses:	\$279,282,150
Local Advertising:	\$126,814,464

DEALERSHIP CONTRIBUTIONS

Personal & Dealer Contributions:	\$4,695,642
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ELECTRIC VEHICLES

Plug-in Vehicle Sales:	27%
Planned EV Infrastructure Expense:	\$66,150,000
Percent of technicians EV Certified:	52%

The New Car Dealers Association® San Diego County (NCDA) prepared the 2025 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.