

The Contributions of San Diego County
Franchised New Car Dealers

ECONOMIC IMPACT REPORT 2026



NEW CAR
DEALERS ASSOCIATION
SAN DIEGO COUNTY

REGIONAL ECONOMIC GENERATOR

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 fifth consecutive year, and revenue growth from service and parts sales, total dealership sales reached more than \$15 billion - generating over \$1.3 billion in taxes and fees. San Diego County dealers employed more than 12,000 full and part time employees in 2025 with a payroll exceeding \$1.2 billion for the fourth year in a row. Additionally, dealers made purchases from other California businesses totaling nearly \$286 million, and contributed \$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, Santee and Vista.

**\$15 BILLION IN TOTAL
DEALERSHIP SALES**



NEW VEHICLE SALES
\$8,866,860,534

USED VEHICLE SALES
\$3,432,755,970

SERVICE DEPARTMENT
\$811,146,420

PARTS & ACCESSORIES
\$1,116,531,234

FINANCE & INSURANCE
\$556,230,528

OTHER DEPARTMENTS
\$251,954,388

San Diego County franchised
new car dealers sold

268,128 

new & used Vehicles
to retail customers in 2025.

- More than total sales in half of U.S. states.

**\$1.28 BILLION PAID
IN TOTAL PAYROLL**



**FULL TIME EMPLOYEES
11,844**

**PART TIME EMPLOYEES
441**

**EMPLOYEE BENEFITS
\$108,411,282**

**AVERAGE EMPLOYEE EARNINGS
\$103,000**

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



**STATE SALES TAX
\$875,966,868**

**FEDERAL PAYROLL TAX
\$339,279,948**

**STATE PAYROLL TAX
\$81,222,876**

**REAL ESTATE TAX
\$29,731,968**

**OTHER TAXES & FEES
\$5,945,562**

ELECTRIC VEHICLES

**EV REGISTRATIONS
22.4% (-2%)**

**DEALER INVESTMENT
IN EV INFRASTRUCTURE
\$40M (2024-2026)**

**CERTIFIED EV TECHS
56% (+4%)**

**More EVs were sold in San
Diego County than in 41 states.**

**PHEV REGISTRATIONS
3.8% (-3%)**

**FRANCHISE DEALER
MARKET SHARE OF EV SALES
50% (+23%)**



FRANCHISED NEW CAR DEALERS AN ECONOMIC ENGINE FOR SAN DIEGO COUNTY

DEALERSHIP SALES

TOTAL DEALERSHIP SALES:	\$15,035,479,074
New Vehicle Sales:	\$8,866,860,534
Used Vehicle Sales:	\$3,432,755,970
Parts & Accessories:	\$1,116,531,234
Service Department:	\$811,146,420
Finance & Insurance:	\$556,230,528
Other Departments:	\$251,954,388

DEALERSHIP EMPLOYMENT

TOTAL DEALER EMPLOYEES:	12,285
Payroll:	\$1,275,745,338
Employee Benefits:	\$108,411,282

DEALERSHIP TAXES & FEES

TOTAL TAXES & FEES:	\$1,332,147,222
State Sales Tax:	\$875,966,868
Federal Payroll Tax:	\$339,279,948
State Payroll Tax:	\$81,222,876
Real Estate Tax:	\$29,731,968
Other Taxes/Fees:	\$5,945,562

DEALERSHIP PURCHASING

Purchases from CA Businesses:	\$285,984,972
Local Advertising:	\$131,760,216

DEALERSHIP CONTRIBUTIONS

Personal & Dealer Contributions:	\$4,761,414
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ELECTRIC VEHICLES

Plug-in Vehicle Sales:	26%
Planned EV Infrastructure Expense:	\$40,351,500
Percent of technicians EV Certified:	56%

The New Car Dealers Association® San Diego County (NCDA) prepared the 2026 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.

