



CALIFORNIA NEW CAR DEALERS ASSOCIATION 2011 ECONOMIC IMPACT REPORT

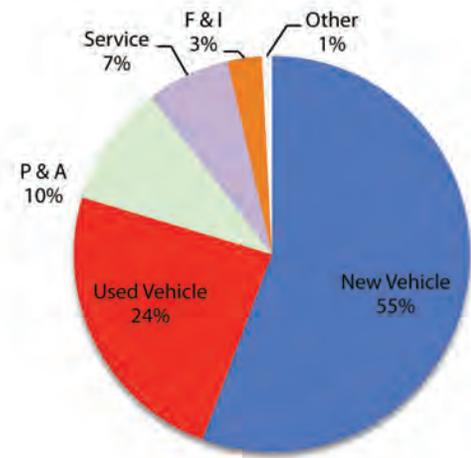


THE CONTRIBUTIONS OF CALIFORNIA FRANCHISED NEW CAR DEALERS

★ 2010 DEALERSHIP SALES



	AVERAGE DEALERSHIP	INDUSTRY TOTAL
New Vehicle Department	\$27.99 million	\$36.13 billion
Used Vehicle Department	\$12.02 million	\$15.52 billion
Service Department	\$3.43 million	\$4.42 billion
Parts and Accessories Department	\$4.99 million	\$6.44 billion
Finance & Insurance Department	\$1.41 million	\$1.82 billion
Other	\$402,000	\$0.52 billion
Total Dealership Sales	\$50.24 million	\$64.85 billion



VEHICLE SALES SUMMARY FOR AVERAGE DEALERSHIP

	UNITS SOLD	\$ PER UNIT	TOTAL
New Vehicles	909	\$30,792	\$27,990,000
Used Vehicles	618	\$19,450	\$12,020,000



★ TAXES

	AVERAGE DEALERSHIP	INDUSTRY TOTAL
Federal Payroll Taxes	\$1.03 million	\$1.33 billion
State Sales Tax	\$2.91 million	\$3.76 billion
State Payroll Taxes	\$210,000	\$271.11 million
Property Taxes	\$128,000	\$165.25 million
Other State & Local Taxes	\$68,000	\$87.79 million
Total Taxes Collected or Paid	\$4.4 million	\$5.6 billion

AVERAGE SALES TAX AND VLF GENERATED ON THE SALE OF A NEW VEHICLE IN LOS ANGELES: **\$3,358**





EMPLOYMENT & PAYROLL

AVERAGE DEALERSHIP

INDUSTRY TOTAL

Full Time Employees	80	103,280
Part Time Employees	6	7,746
Total Employees	86	111,026
Annual Payroll	\$4.13 million	\$5.33 billion

In 2010, California new car dealerships employed a over **111,000 full and part time individuals**, accounting for 6.9% of statewide retail employment. **89%** of dealers offered health care benefits to employees and their dependents.



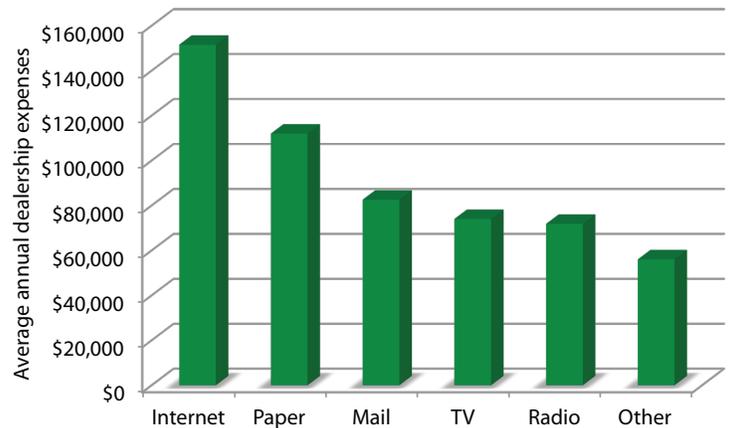
CHARITABLE GIVING

In 2010, California's New Car Dealers made **over \$32 million** in donations to charitable and civic organizations.



ADVERTISING

Franchised new car dealerships in California collectively spent over **\$707 million** on advertising during 2010.



This report provides an in-depth analysis of the economic impact of California new car and truck dealers on the State's economy. It includes estimates of employment, personal income, and tax collections generated by California new car dealers. Also included is a review of dealership financial statistics and operations. This report was prepared by Auto Outlook, Inc., an independent automotive market analysis firm, and was sponsored by the California New Car Dealers Association. Report was compiled based on data collected from new car dealerships throughout the state, as well as government sources.



CALIFORNIA'S NEW CAR DEALERS ARE DRIVING THE CALIFORNIA ECONOMY

ANNUAL CONTRIBUTIONS OF CALIFORNIA'S NEW CAR DEALERS

Total sales	\$65 billion
Average sales per dealership	\$50 million
Percent of total Statewide Sales Tax Collected	7%
Number of new car dealerships	1,291

DEALERS PROVIDE JOBS IN CALIFORNIA

Total payroll for all dealerships	\$5.3 billion
Total number of new car dealership employees in California	111,026

DEALERS PLAY AN IMPORTANT ROLE IN THE STATE AS LOCAL BUSINESS AND CIVIC LEADERS

Total taxes collected or paid	\$5.61 billion
Total spent for products and services from other California businesses:	\$1.82 billion
Donations to charitable and civic organizations	\$32.4 million

VEHICLE SALES

New vehicles sold	1,174,110
Used vehicles sold	797,838
Total new and used vehicles sold	1,971,948

CALIFORNIA NEW CAR DEALERS ASSOCIATION

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