Driving Wisconsin's Economy

Annual Contribution of Wisconsin's New-Car Dealers

Numbers reflect annual economic activity during 2025.

464
DEALERSHIPS
(new car)

48,069
TOTAL JOBS
(created by dealerships)
Includes 23,870 direct jobs and 24,199 indirect and induced jobs.

51
EMPLOYEES
(average per dealership)

$21.1B
TOTAL SALES
(all dealerships)

Sources: Center for Automotive Research, IHS Markit, NADA, Taxfoundation.org, U.S. Bureau of Labor Statistics, U.S. Census Bureau

$1.7B
PAYROLL

$69,264
Average Annual Earnings

$383M
State and Federal Income Taxes Paid

Includes income taxes paid for direct, indirect and induced jobs.

1.6%
REGISTRATIONS
Wisconsin's Share of Total U.S. New-Vehicle Registrations

$1.1B
STATE SALES TAX PAID

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