

	Average OC Dealership	Laguna Niguel Totals
SALES		
New Vehicle Sales	\$34,074,000	\$68,148,000
Used Vehicle Sales	\$12,453,000	\$24,906,000
Service & Parts Dept. Sales	\$8,749,000	\$17,498,000
Total Dollar Sales	\$55,276,000	\$110,552,000
Total New Units	1,085	2,170
Total Used Units	665	1,330
Total Vehicles Sold	1,750	3,500
EMPLOYEES		
Total Full Time Employees	85	170
Total Part Time Employees	5	10
Total Employees	90	180
Total Wages	\$4,584,000	\$9,168,000
EXPENSES - Local and Statewide		
Advertising	\$602,000	\$1,204,000
Other Products and Services from California Business	\$1,480,000	\$2,960,000
Total Local and Statewide Expenses	\$2,082,000	\$4,164,000
TAXES		
Total State Payroll Taxes	\$108,000	\$216,000
Total Federal Payroll Taxes	\$1,125,000	\$2,250,000
Total Employee Taxes	\$1,233,000	\$2,466,000
Sales Tax Collected	\$3,390,000	\$6,780,000
Real Estate Taxes	\$108,000	\$216,000
Total Taxes (paid or collected)	\$3,498,000	\$6,996,000
Total Tax Revenue Generated by Dealerships in Laguna Niguel	\$4,731,000	\$9,462,000
Total Tax Revenue to Laguna Niguel	\$440,700	\$881,400
OTHER FEES		
State and Local Business taxes and fees	\$36,000	\$72,000
Charitable Contributions	\$35,000	\$70,000
Total # of Dealerships in District:		2

Mercedes-Benz of Laguna Niguel

Allen Cadillac GMC Hyundai