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Orange County Automobile Dealers Association Reports

Local Economic Impact of \$7.6 Billion -- An Increase of More than 15 Percent Over 2010

NEWPORT BEACH, Calif. (Mar. 9, 2012) – The 2011 Economic Impact Report, released today by the Orange County Automobile Dealers Association (OCADA), based in Newport Beach, Calif., reports that the total economic impact of local franchised new vehicle dealers in 2011 was \$7.6 billion reflecting an increase of 15.7 percent from 2010, when the total impact was \$6.4 billion. The study also shows a total of 142,740 new vehicles and 81,900 used vehicles sold during the year amounting to more than \$457 million in tax revenues generated, of which \$59 million goes directly to Orange County cities. Additionally, Orange County new car dealerships are collectively the fourth largest employer in the county with more than \$550 million in total payroll. In 2011, local dealers added 585 employees for a total of 11,115 employees countywide.

“Orange County’s franchised new vehicle dealers’ impact of \$7.6 billion benefits our communities and local and state governments as well as the more than 11,000 individuals they employ,” said John Sackrison, executive director, Orange County Automobile Dealers Association. “The 2011 Economic Impact Report illustrates how our local, automotive retail market continues to improve and rebound and we anticipate that 2012 will also show marked improvement as the local and national economies continue to improve.”

Key points include:

- Franchised Dealers in Orange County 117
- Total Dealership Sales \$7.6 Billion
- Employment 11,115
- Total Wages \$562,770,000 Million
- Total Tax Revenue Generated \$647,361,000
- Sales Tax Revenue Generated for Orange County Cities \$59 Million

About OCADA

Established in 1932, the Orange County Automobile Dealers Association (ocada.org) serves more than 117 franchised new vehicle dealers in Orange County. The association represents the interests of member dealers and provides them with information, services and other programs that enhance their collective businesses.