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**Orange County Automobile Dealers Association Reports Local Economic Impact of \$9 Billion in 2012
- An Increase of More than 15 Percent Over 2011-**

NEWPORT BEACH, Calif. (Mar. 13, 2013) – The 2012 Economic Impact Report, released today by the Orange County Automobile Dealers Association (OCADA), based in Newport Beach, Calif., states that the total economic impact of local franchised new vehicle dealers in 2012 was approximately \$9 billion reflecting an increase of 15 percent from 2011, when the total impact was \$7.6 billion. The study also reports a total of 173,342 new vehicles and 76,700 used vehicles sold during the year and more than a half a billion dollars in sales tax revenues generated, of which \$68 million goes directly to Orange County cities. Additionally, Orange County new car dealerships remain collectively one of the largest employers in the county with more than 11,000 employees and a total payroll of \$590 million.

“The 2012 Economic Impact Report shows that the Orange County automotive retail market continues its rebound, which has had a significant positive impact on our local economy in the form of increased sales taxes revenue, a payroll of more than half a billion dollars, and the dealers’ continued support of charities, schools and youth sports,” said John Sackrison, executive director, Orange County Automobile Dealers Association. “We expect this trend to continue because of the high average age of cars on the road, significant improvements in fuel efficiency, the technology in today’s new vehicles, and record low interest rates. When consumers compare their aging cars with the affordability of today’s new models that offer better mileage and feature driver-friendly technologies such as Bluetooth connection and rear view cameras, they wonder why they have waited so long.”

Key points include:

- Franchised Dealers in Orange County 118
- Total Dealership Sales \$9 Billion
- Employment 11,328
- Total Wages \$592,360,000 Million
- Total Tax Revenue Generated \$725,700,000
- Sales Tax Revenue Generated for Orange County Cities \$68 Million

About OCADA

Established in 1932, the Orange County Automobile Dealers Association (ocada.org) serves more than 118 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.

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