



2025 GEORGIA ECONOMIC IMPACT STUDY

BASED ON DATA THRU DECEMBER 31, 2024

THE ECONOMIC IMPACT OF
FRANCHISED NEW CAR DEALERSHIPS
ON THE GEORGIA ECONOMY

INTRODUCTION

This report provides an in-depth analysis of the positive economic impact of Georgia New Car and Truck Dealers on the State's economy, as well as the hundreds of cities and towns in which they operate. It includes estimates of direct and indirect employment, personal income, and tax collections generated by Georgia Franchised Dealers. Also included is a review of 2024 dealership financial statistics and operations. This report was prepared by Auto Outlook, Inc., an independent automotive market analysis firm, and was sponsored by the Georgia Automobile Dealers Association.

PRESIDENT'S MESSAGE



Lea Kirschner
President & CEO

This Automotive Industry Economic Impact Study has been conducted to show the significant contribution our industry makes to the Georgia economy.

The Georgia Automobile Dealers Association was formed in 1937 to represent the interests of new car and truck dealers in the state.

The primary purpose then and now has been to make it as easy as possible for dealers and their customers to buy, sell, and maintain automotive vehicles.

Dealers provide tens of thousands of jobs to Georgia residents, and are an important component of the state's economy. Georgia franchised new vehicle dealers are very proud of their contributions to statewide economic growth and development.

PRIMARY CONCLUSIONS

Georgia Franchised New Vehicle Dealers Vital contributors to the state's economy in 2024:

- Total jobs in Georgia attributable to franchised new vehicle dealerships 78,000
- Number of jobs per new vehicle dealership 73
- Number of new vehicle dealerships in state 511
- Total earnings for Georgia residents attributable to dealership operations \$5.9 billion
- Average annual salary per dealership employee \$87,530
- Total state and local taxes collected or paid \$1.8 billion
- Total federal payroll taxes collected or paid \$930 million
- Total dealership sales (dollars) \$38.4 billion
- Total dealership expenses, excludes cost of goods sold \$4.8 billion
- Total dealership contributions to charitable causes \$25.6 million

AVERAGE DEALERSHIP PROFILE (2024)

Dealership total sales	\$75.1 million
Dealership expenses, excluding cost of good sold	\$9.5 million
Average dealership payroll expense, including fringe benefits.....	\$7.1 million
Average dealership advertising expenses	\$750,000
Average dealership contributions to charitable causes.....	\$50,100
Average dealership new and used vehicle sales during 2024.....	1,360 units

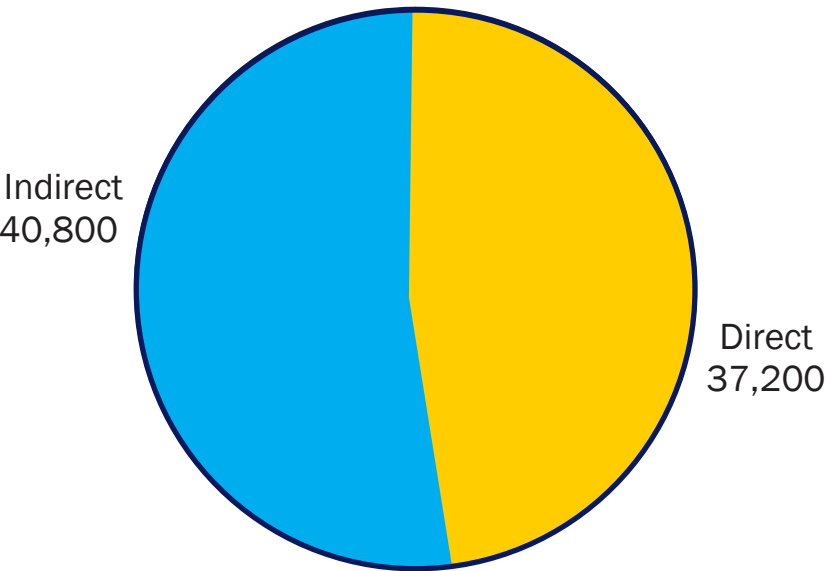
EMPLOYMENT AND MARKET SUMMARY

Employment totals for new vehicle retailing industry - 2024
(Direct: at dealerships; Indirect: elsewhere in economy)

In 2024, Georgia new vehicle dealerships directly employed a total of 37,200 individuals.

An additional 40,800 individuals were employed due to the indirect impact of dealership operations.

Automobile dealership operations accounted for 15.2% percent of total retail employment in the state. (This included both direct and indirect employment.)



Dealership Contribution to Retail Employment in Georgia - 2024	
Total employment resulting from auto dealerships	78,000
Total retail employment in Georgia	513,600
Dealership percent of State retail employment	15.2%

EMPLOYMENT AND MARKET SUMMARY

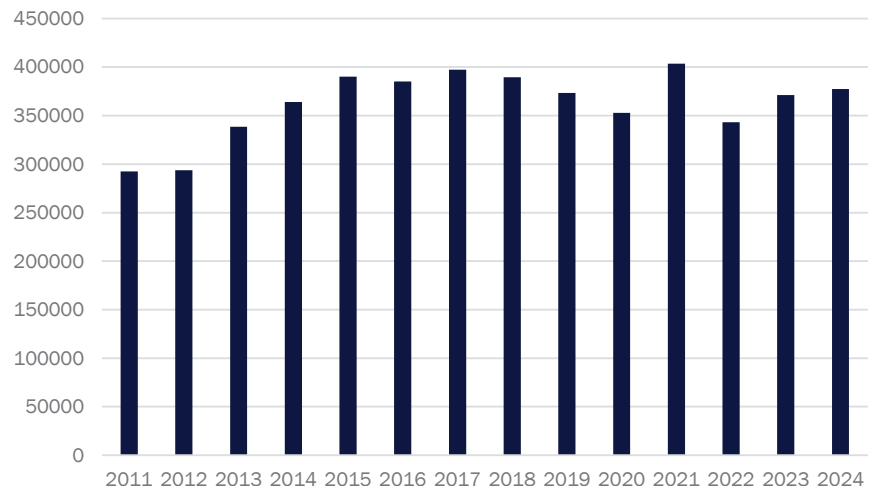
New Retail Car and Light Truck Registrations in Georgia 2011 thru 2024

As shown on the graph, combined new retail car and light truck registrations in the state declined in 2020 due to the pandemic, improved in 2021, and then fell 15% in 2022 as supply chain issues impacted vehicle production. Registrations exceeded 377,000 units last year as vehicle inventories recovered.

*Data sourced from
Experian Automotive.*



**New retail
registrations
in state
during 2024:
377,434**



TAXES AND PAYROLL

Estimated tax revenue generation - 2024

In 2024, new franchised automobile dealerships in Georgia collected or paid more than \$1.8 billion in state and local taxes, an average of \$3,568,500 per dealership. Federal payroll taxes for the industry exceeded \$930 million.

*TAVT collections include revenue that is directed to both state and local governments.



**Total state
and local
taxes collected
or paid by new
car dealerships:
\$1.8 billion**

Tax Category	Average Per Dealer	Industry Total
TAVT collected*	\$2,590,000	\$1,323,490,000
State Sales Tax collected	\$305,000	\$155,855,000
State/Local Payroll Taxes	\$349,000	\$178,339,000
Tag and Title Fees collected	\$133,000	\$67,963,000
Real Estate Taxes	\$128,000	\$65,408,000
Other Local Taxes/Fees	\$31,000	\$15,841,000
Other State Taxes	\$30,100	\$15,381,100
Lemon Law Fees collected	\$2,400	\$1,226,400
Georgia Total	\$3,568,500	\$1,823,503,500
Federal Payroll Taxes	\$1,820,000	\$930,020,000

TAXES AND PAYROLL

Employee compensation due to
new vehicle retailing industry - 2024

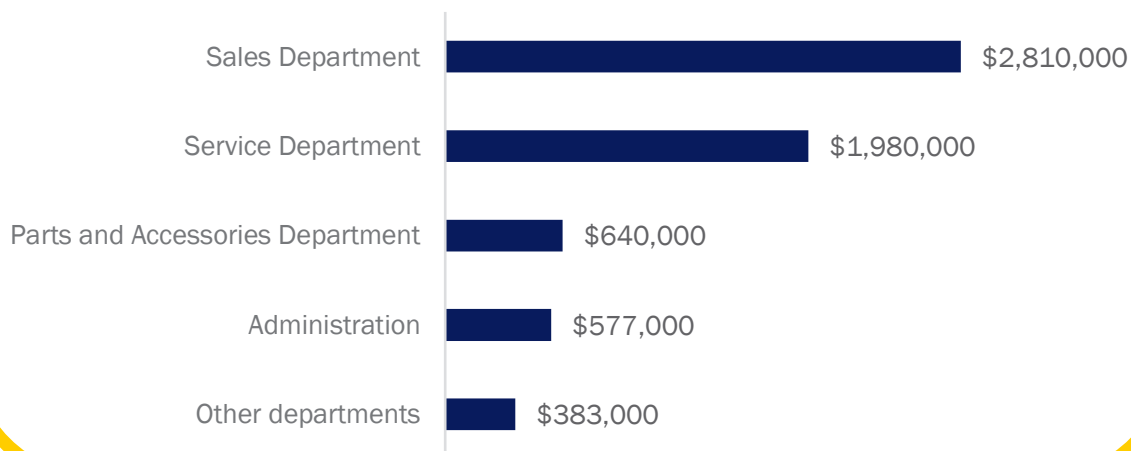


**Total compensation at
new car dealerships:
\$3.6 billion**

In 2024, the average Georgia dealership paid more than \$7 million to its employees (including fringe benefits). Including both direct and indirect sources, the new vehicle retailing industry resulted in more than \$5.9 billion of total compensation to Georgia residents!

Industry Total	Direct	Indirect	TOTAL
Payroll	\$3,265,290,000	\$2,089,785,600	\$5,355,075,600
Fringe Benefits	\$344,925,000	\$220,752,000	\$565,677,000
TOTAL	\$3,610,215,000	\$2,310,537,600	\$5,920,752,600

Average Dealership Payroll Expense by Department



DEALERSHIP SALES AND ADVERTISING

Departmental Sales (dollars) - 2024

Total sales for franchised new vehicle dealerships in Georgia during 2024 exceeded \$38 billion. Average dealership sales were \$75.1 million, with \$43.58 million resulting from new vehicle sales.



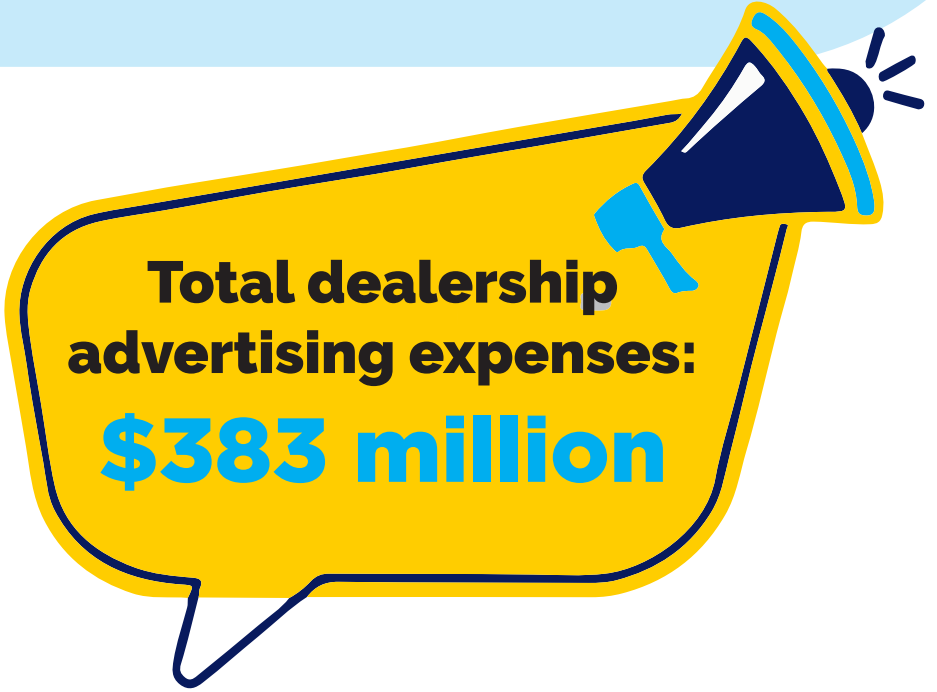
**Total sales by new car
dealerships in 2024:**
\$38.4 billion

Department	Average Per Dealer	Auto Retailing Industry Total
New vehicle	\$43,580,000	\$22,269,380,000
Used vehicle	\$21,000,000	\$10,731,000,000
Service and parts	\$9,750,000	\$4,982,250,000
Other	\$770,000	\$393,470,000
Total	\$75,100,000	\$38,376,100,000

DEALERSHIP SALES AND ADVERTISING

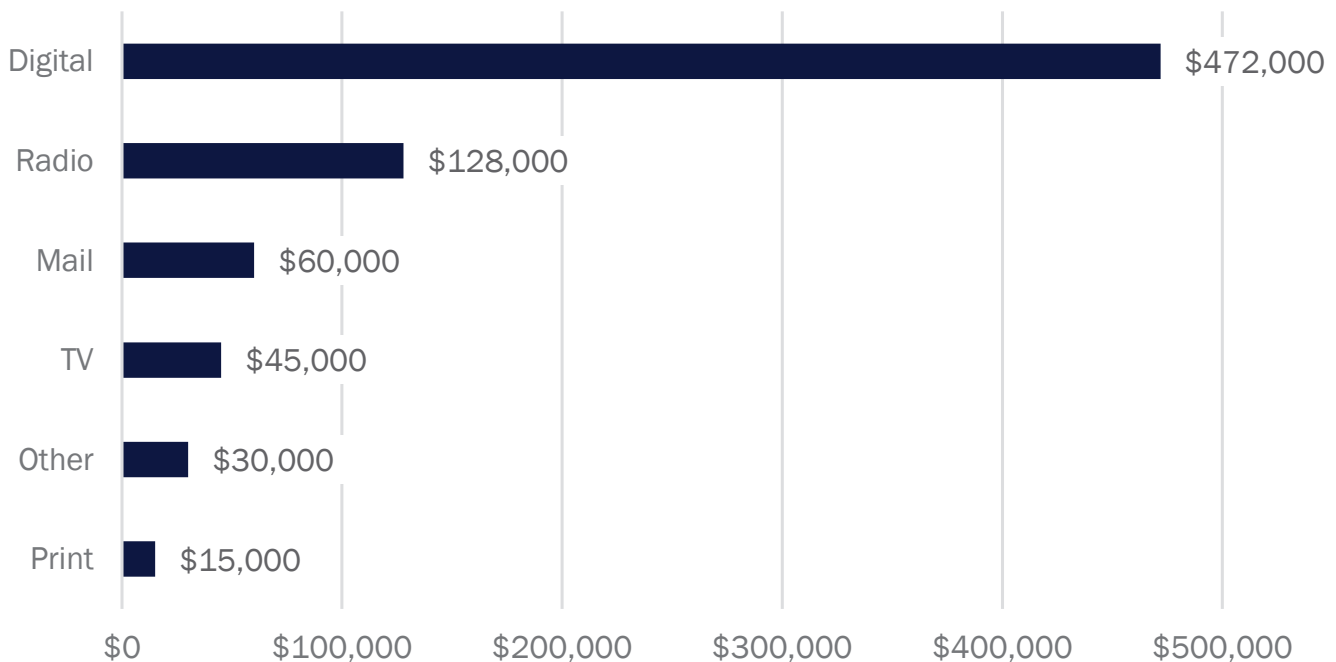
Departmental Sales (dollars) - 2024

Average dealership advertising expenses in 2024 were \$750,000. Total for the industry was \$383 million. The majority of expenditures were devoted toward digital media.



Total dealership advertising expenses:
\$383 million

Average Dealership Advertising Expenses by Type of Media

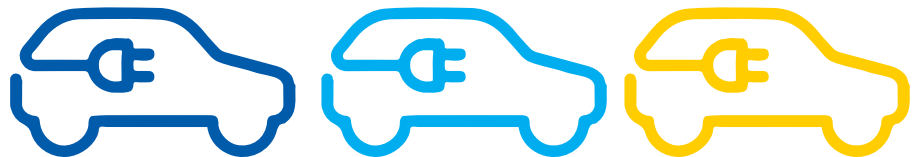


ELECTRIC VEHICLES

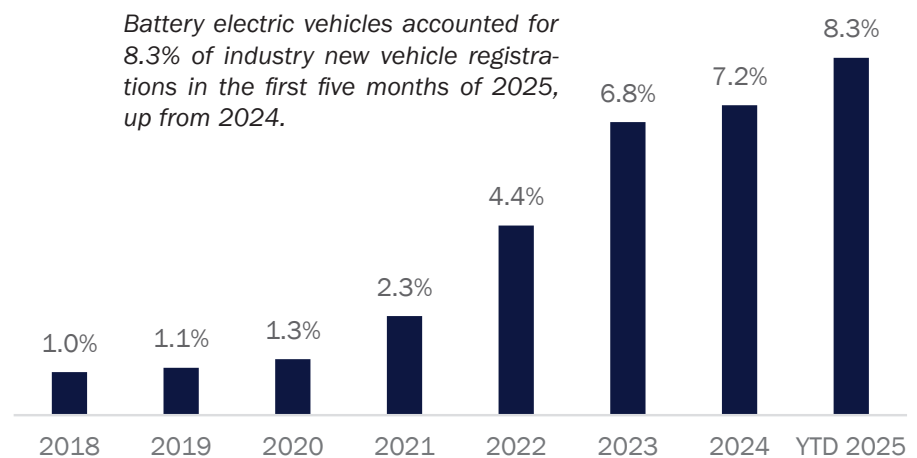
Georgia franchised new vehicle dealerships:
Leading the way for electric vehicle sales

Battery electric vehicle (BEV) sales in Georgia continue to move higher.

Franchised dealerships are accounting for a significantly larger share of the BEV market:



BEV Share of Georgia New Retail Light Vehicle Market



Franchised Dealership Share of State BEV Market in 2018:

20.4%

Franchised Dealership Share of State BEV Market, YTD '25 (May):

52.0%

Data sourced from Experian Automotive.

ELECTRIC VEHICLES

Dealerships are making large scale investments to prepare for the sale and service of electric vehicles:

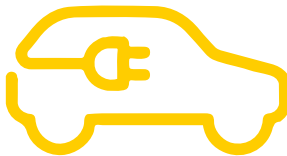
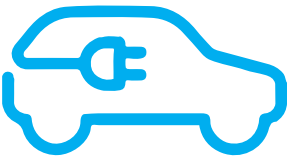
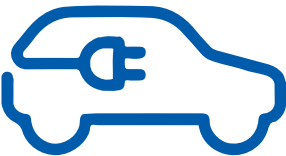
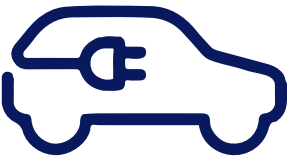
Estimated average number of electric vehicle chargers installed at new vehicle dealerships by the end of 2025:

4.2

Total estimated dealership expenses during 2023 and 2024 to prepare for the sale and service of electric vehicles: **\$174,762,000**

Estimated EV-related expenses in 2023 and 2024 by category:

Category	Average Per Dealer	Auto Retailing Industry Total
Chargers	\$140,600	\$71,846,600
Charging infrastructure	\$98,300	\$50,231,300
Special equipment	\$47,500	\$24,272,500
Building modifications	\$30,700	\$15,687,700
Sales training	\$13,400	\$6,847,400
Service training	\$11,500	\$5,876,500
TOTAL	\$342,000	\$174,762,000



BACKGROUND AND METHODOLOGY

Dealership financial data (and other information cited in the report) was collected from a detailed survey sent to all new vehicle automotive retailers in Georgia. Other sources include the Bureau of Labor Statistics and Experian Automotive. Economic impact is separated into two main categories: direct and indirect. Direct impact comprises economic activity at automotive dealerships themselves, such as dealership employment and compensation to employees. Indirect impact occurs away from the dealership, and takes into account the extended contribution dealerships and their employees make to the Georgia economy.

Auto Outlook, Inc. is a regional automotive market analysis firm providing market research services to automotive dealers. Jeffrey Foltz, the President of Auto Outlook, Inc., obtained a Masters Degree in Economics from the University of Delaware and has conducted many research projects analyzing state and regional economies.

ABOUT GADA

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