

ECONOMIC IMPACT REPORT

of Franchised New Car Dealerships
on the Georgia Economy



*Confidential 2021 report
compiled from 2020 data*

Study sponsored by:





INTRODUCTION

This report provides an in-depth analysis of the economic impact of Georgia new car and truck dealers on the state's economy. It includes estimates of direct and indirect employment, personal income, and tax collections generated by Georgia automotive dealers. Also included is a review of 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.

At a Glance: Georgia New-Vehicle Dealers Contributions to the State's Economy in 2020

Total jobs in Georgia attributable to franchised new vehicle dealerships.....	74,550
Number of jobs per new vehicle dealership.....	71
Total earnings for Georgia residents attributable to dealership operations.....	\$4.16 billion
Average dealership payroll expenses (including fringe benefits).....	\$5.11 million
Average employee salary (including fringe benefit expense).....	\$71,970
Total state and local taxes collected or paid.....	\$1.66 billion
Total federal payroll taxes collected or paid.....	\$642.5 million
Total dealership sales, dollars.....	\$31.9 billion
Total dealership expenses, excludes cost of goods sold.....	\$3.7 billion

Impacts Due to COVID-19

Total expenses to comply with COVID-19 regulations.....	\$70.5 million
Employee workdays lost due to pandemic-related health issues.....	62,500

Message from the President

This Automotive Industry Economic Impact Study was conducted to show the significant contribution Georgia franchised automobile dealers makes to the Georgia economy. Dealers provide tens of thousands of jobs to Georgia residents, and are an important component of the state's economy. Dealers are and should be very proud of their contributions to statewide economic growth and development. This Study illustrates how deeply entrenched automobile dealers are and have been in every aspect of Georgia's economy, including employment, payroll and taxes, sales, advertising, charitable contributions and more.

In this post-pandemic world, it is more clear than ever before that personal vehicles and personal transportation are vital to our everyday lives. The roles automobile dealers and dealership employees play in providing and maintaining reliable personal transportation to us all is crucial. And now, as we enter into the newest advancements in personal transportation- electric vehicles- dealers remain committed to selling and servicing these vehicles and providing a robust and competitive market for consumers.



Lea B. Kirschner
President & CEO
Georgia Automobile Dealers Association

About GADA

The Georgia Automobile Dealers Association was formed in 1937 to represent the interests of new car and truck dealers in the state of Georgia. The primary purpose of the Association is and always has been to make it as easy as possible for dealers and their customers to buy, sell, and maintain automotive vehicles.

Projected Key Economic Impacts for 2021

Total employees at dealerships.....	35,900, up 1% vs. 2020
Total payroll expense for new-car dealerships..... <i>(Including fringe benefits)</i>	\$5.55 million, up 8% vs. 2020
Total dealership sales.....	\$35.7 billion, up 12% vs. 2020
New vehicle registrations.....	361,280, up 9% vs. 2020

EMPLOYMENT

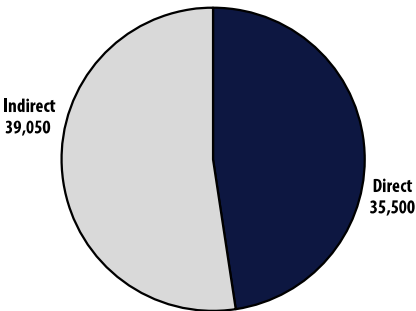
Employment Totals for New Vehicle Retailing Industry in 2020

Direct: At dealerships | Indirect: Elsewhere in the Economy

In 2020, Georgia new-vehicle dealerships directly employed a total of **35,500** individuals.

An additional **39,050** individuals were employed due to the indirect impact of dealership operations.

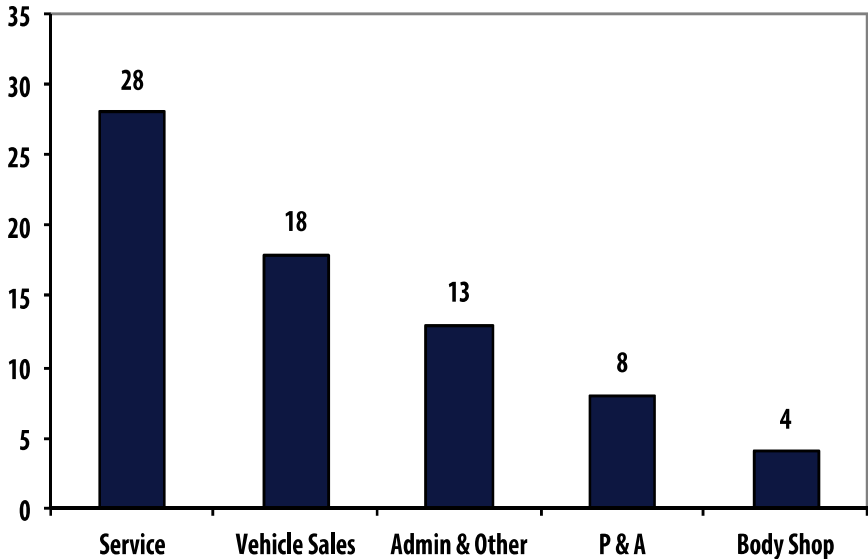
Automobile dealership operations accounted for **15.6%** of total retail employment in the state. (Both direct and indirect employment included.)



Dealership Contribution to Retail Employment in Georgia - 2020

Total employment resulting from automobile dealerships	74,550
Total retail employment in Georgia	478,300
Dealership percentage of state retail employment	15.6%

Dealership Employment by Department



Percentage of Dealership Employment by Department	
Service	39.4%
Vehicle Sales	25.4%
Admin & Other	18.3%
P & A	11.3%
Body Shop	5.6%

PAYROLL AND TAXES

Employee Compensation Due to New Vehicle Retailing Industry - 2020

In 2020, the average Georgia dealership paid **\$5.11 million** to its employees (including fringe benefits). Including both direct and indirect sources, the new vehicle retailing industry resulted in more than **\$4.1 billion** of total compensation to Georgia residents.

INDUSTRY TOTAL	DIRECT	INDIRECT	TOTAL
Payroll	\$2,295,000,000	\$1,445,850,000	\$3,740,850,000
Fringe Benefits	\$260,000,000	\$158,600,000	\$418,600,000
TOTAL	\$2,555,000,000	\$1,604,450,000	\$4,159,450,000

AVERAGE DEALERSHIP PAYROLL	DIRECT
Payroll	\$4,590,000
Fringe Benefits	\$520,000
TOTAL	\$5,110,000

Total compensation at new car dealerships:
\$2.555 billion

Tax Revenue Generation - 2020

In 2020, new franchised automobile dealerships in Georgia collected or paid more than **\$1.66 billion** in state and local taxes, an average of more than **\$3.3 million** per dealership.

The average dealership collected **\$2.57 million** in TAVT taxes.

The industry was responsible for over **\$642 million** in federal income and payroll taxes.

Total state and local taxes collected or paid by new car dealerships:

\$1.661 billion

TAX CATEGORY	Average Per Dealer	Industry Total
TAVT collected	\$2,570,000	\$1,285,000,000
State Sales Tax collected	\$185,000	\$92,500,000
State/Local Payroll Taxes	\$269,000	\$135,500,000
Tag & Title Fees collected	\$139,000	\$69,500,000
Real Estate Taxes	\$118,000	\$59,000,000
Other Local Taxes/Fees	\$26,000	\$13,000,000
Other State Taxes	\$13,000	\$6,500,000
Lemon Law Fees collected	\$2,400	\$1,200,000
GEORGIA TOTAL	\$3,322,400	\$1,661,200,000
Federal Payroll Taxes	\$1,285,000	\$642,500,000

DEALERSHIP SALES AND MARKET SUMMARY

Department Sales (dollars) in 2020

Total sales for franchised new vehicle dealerships in Georgia during 2020 approached **\$32 billion**. Average dealership sales were **\$63.8 million**, with **\$36.2 million** resulting from new vehicle sales.

Department	Average Per Dealer	Auto Retail Industry Total
New Vehicle	\$36,200,000	\$18,100,000,000
Used Vehicle	\$19,600,00	\$9,800,000,000
Service and Parts	\$7,100,000	\$3,550,000,000
Other	\$900,000	\$450,000,000
Total	\$63,800,00	\$31,900,000,000

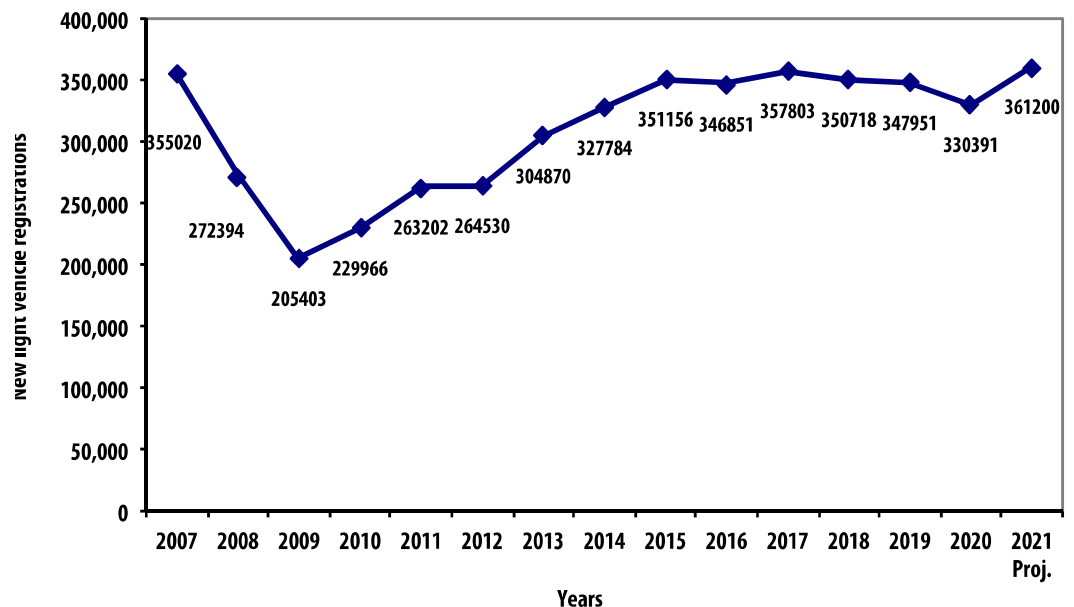
New Retail Car & Light Truck Registrations in Georgia - 2007 through 2021

As shown on the graph, combined new car and light trucks retail registrations in Georgia improved from 2009 through 2016. In 2020, registrations declined by 5% due to impacts from the COVID-19 pandemic, but will increase in 2021, despite inventory shortages.

Source: AutoCount data from Experian Automotive.

New retail registrations in Georgia during 2020:

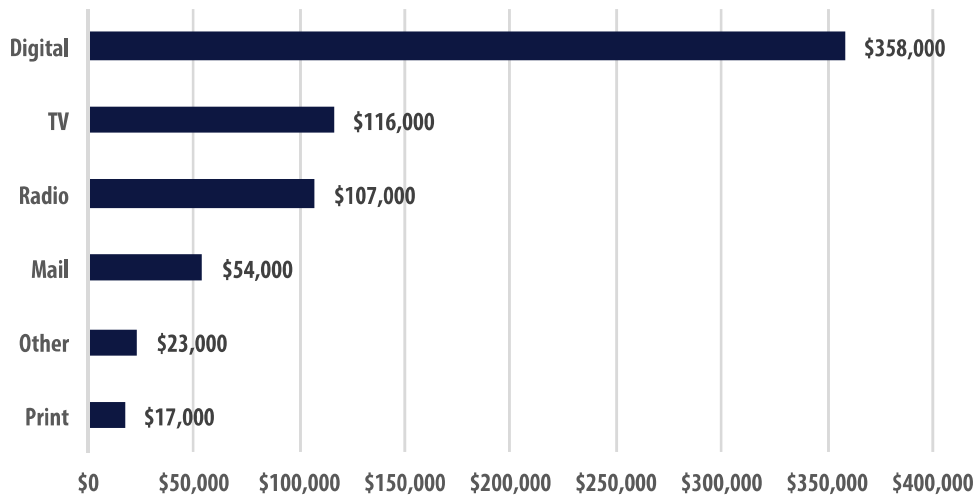
330,391



ADVERTISING & AVERAGE DEALERSHIP PROFILE

Dealership Advertising (dollars) in 2020

Average dealership advertising expenses in 2020 were **\$675,000**. Total for the industry exceeded **\$338 million**. The majority of expenditures were devoted towards digital media.



Dealership Profile

DEALERSHIP FINANCIAL SUMMARY

- ▶ Average dealership total sales during 2020: **\$63.8 million**.
- ▶ Average dealership expenditures in capital movements during 2019 and 2020: **\$505,000**.
- ▶ Average dealership total expenses during 2020 (excludes cost of goods sold): **\$7,400,000**.
- ▶ Average dealership contributions to charitable causes during 2020: **\$48,000**.
- ▶ Number of vehicles serviced by average dealership during 2020: **17,900**.

DEALERSHIP VEHICLE SALES SUMMARY

- ▶ Average dealership new and used vehicle sales during 2020: **1,440 units**.

GADA DEALER MEMBERS

DISTRICT 1

Bartow, Catoosa, Chattooga, Cherokee, Dade, Dawson, Floyd, Gilmer, Gordon, Murray, Paulding, Pickens, Polk, Walker and Whitfield counties

Bill Holt Mitsubishi
 Carriage KIA of Woodstock
 Chatsworth Ford
 Cherokee County Toyota
 Chevrolet of Canton
 Courtesy Ford Lincoln of Rome
 Day's Chevrolet Jasper
 Edd Kirby's Adventure Autogroup
 Ford of Dalton
 Hardy Chevrolet Buick GMC
 Hardy Family Ford
 Hennessy Honda of Woodstock
 Heritage Honda Hyundai
 Heritage Nissan
 Jenkins Chrysler Dodge Jeep RAM
 John Megel Chevrolet
 Krause Family Ford of Woodstock
 Matthews KIA of Cartersville
 Mountain View Chrysler Dodge Jeep RAM
 Mountain View Hyundai
 Mountain View Nissan of Dalton
 North Georgia Toyota
 Paulding Chrysler Dodge Jeep RAM
 Peach State Ford
 Prater Ford
 Pugmire Ford of Cartersville
 Riverside Buick GMC of Cartersville
 Riverside Chevrolet Buick GMC Rome
 Riverside Toyota
 Robert Loehr Chrysler
 Ronnie Thompson Ford
 Shottenkirk Chrysler Dodge Jeep RAM
 Shottenkirk Ford
 Shottenkirk Honda of Cartersville
 Shottenkirk Hyundai Canton
 Sutherlin Nissan Cherokee County
 Terry Reid Hyundai
 University Chrysler Rome
 Walter Jackson Chevrolet

DISTRICT 2

Banks, Barrow, Elbert, Fannin, Forsyth, Habersham, Hall, Hart, Jackson, Lumpkin, Madison, Rabun, Stephens, Towns, Union and White counties

Akins Dodge Chrysler Jeep RAM
 Akins Ford
 Andean Motor Company
 Auto Gallery Chevrolet
 Auto Gallery Chrysler Dodge Jeep RAM
 Beaver Toyota of Cumming
 Bill Holt Chevrolet of Blue Ridge
 Billy Cain Ford Inc
 Billy Cain Ford Lincoln of Cornelia
 Billy Howell Ford Lincoln
 Blue Ridge North Georgia Ford

Cadillac of Lake Lanier
 Carriage KIA
 Carriage Mitsubishi
 Carriage Nissan
 Casey Jackson Ford
 Chestatee Ford
 Don Jackson Chrysler North
 Duvall Automotive Group
 Ed Murdock Chrysler Dodge Jeep
 Ed Murdock Ford
 Greene Ford
 Hardy Chevrolet Gainesville
 Hayes Chevrolet Buick GMC Cadillac
 Hayes Chrysler Dodge Jeep Gainesville
 Hyundai of Cumming
 Jacky Jones Chrysler Cleveland
 Jacky Jones Ford
 Jacky Jones Lincoln
 Jefferson Motor Company
 Jim Hardman Buick GMC
 Lou Sobh Honda
 Lou Sobh KIA
 Mazda of Lake Lanier
 Mike Jones Ford Lincoln
 Milton Martin Honda
 Milton Martin Toyota
 Mountain Valley Motors
 Nalley Nissan Cumming
 Toccoa Chevrolet
 Tri-County Chevrolet of Royston
 Troncalli Chrysler Dodge Jeep RAM
 Ware Chevrolet

DISTRICT 3

Clayton, Cobb, DeKalb, Fulton, Gwinnett and Rockdale counties

Acura Carland
 Alfa Romeo of Marietta
 Allan Vigil Ford Lincoln
 Angela Krause Ford Lincoln
 Atlanta Toyota
 Audi North Atlanta
 Audi South Atlanta
 AutoNation Hyundai Mall of Georgia
 AutoNation Nissan Marietta
 AutoNation Toyota Mall of Georgia
 AutoNation Volkswagen Mall of Georgia
 Bentley Atlanta
 BMW & Mini of South Atlanta
 BMW of Gwinnett Place
 Butler Lexus of South Atlanta
 Capital Buick GMC
 Capital Cadillac
 Carey Paul Honda
 Carl Black Buick GMC
 Carl Black Chevrolet Buick GMC
 Classic Cadillac Subaru
 Cobb County Toyota
 Colonial Buick GMC
 Courtesy Chrysler Dodge Jeep RAM

Courtesy Ford
 Curry Honda
 Day's Chevrolet
 Ed Voyles Acura
 Ed Voyles Automotive Group
 Ed Voyles Chrysler Jeep Dodge RAM
 Ed Voyles Hyundai
 Ed Voyles KIA of Chamblee
 Ed Voyles KIA Smyrna
 Ferrari Maserati of Atlanta
 Five Star Ford Stone Mountain
 Global Imports BMW
 Gwinnett Chrysler Dodge Jeep RAM
 Gwinnett Place Ford Lincoln
 Gwinnett Place Honda
 Gwinnett Place Nissan
 Hayes Chrysler Lawrenceville
 Hennessy Buick GMC
 Hennessy Cadillac
 Hennessy Ford Lincoln Atlanta
 Hennessy Jaguar Land Rover Gwinnett
 Hennessy Lexus Gwinnett
 Hennessy Lexus of Atlanta
 Hennessy Mazda
 Hennessy Porsche North Atlanta
 Heritage Cadillac
 Heritage Mitsubishi
 Heritage Volkswagen of Union City
 Honda Carland
 Honda Mall of Georgia
 Honda South
 Hyundai of Kennesaw
 Infiniti of Gwinnett
 Infiniti of South Atlanta
 Jackson Acura
 Jim Ellis Audi Atlanta
 Jim Ellis Audi Marietta
 Jim Ellis Automotive Group
 Jim Ellis Buick GMC Atlanta
 Jim Ellis Buick GMC Mall of Georgia
 Jim Ellis Chevrolet Atlanta
 Jim Ellis Ford Sandy Springs
 Jim Ellis Hyundai
 Jim Ellis KIA of Kennesaw
 Jim Ellis Maserati
 Jim Ellis Mazda of Atlanta
 Jim Ellis Mazda of Marietta
 Jim Ellis Volkswagen of Kennesaw
 Jim Ellis Volvo of Marietta
 Jim Tidwell World Ford
 John Miles Chevrolet Buick GMC
 KIA Atlanta South
 KIA Mall of Georgia
 Landmark Chrysler Dodge Jeep Atlanta
 Landmark Dodge Chrysler Morrow
 Malcolm Cunningham Chevrolet Northpoint
 Mall of Georgia Chrysler Dodge Jeep
 Mall of Georgia Ford
 Mall of Georgia Mazda
 Mall of Georgia Mini
 Marietta Toyota

Mazda of Roswell
Mercedes-Benz of Atlanta South
Mercedes-Benz of Buckhead
Mercedes-Benz of Atlanta North
Mini of Kennesaw
Motorcars of Georgia
Nalley Acura
Nalley BMW
Nalley Chevrolet
Nalley Honda Union City
Nalley Hyundai Lithonia
Nalley Infiniti
Nalley Infiniti Marietta
Nalley KIA
Nalley Lexus Roswell
Nalley Lexus Smyrna
Nalley Toyota of Roswell
Nalley Toyota of Union City
Nalley Toyota Stonecrest
Nalley Volkswagen of Alpharetta
Nash Chevrolet
Nissan of Union City
Nissan South
North Point Volvo
Palmer Chrysler Dodge Jeep RAM
Peach State Truck Center Forest Park
Peack State Truck Centers Norcross
Porsche Atlanta Perimeter
Potamkin Hyundai Stone Mountain
Pugmire Lincoln of Marietta
RBM of Alpharetta
RBM of Atlanta
Regal Nissan
Rick Case Audi
Rick Case Hyundai
Rick Case Kia
Rick Hendrick Buick GMC
Rick Hendrick Chevrolet
Rick Hendrick Chevrolet of Buford
Rick Hendrick Chrysler
Rick Hendrick Toyota Sandy Springs
Roswell Infiniti of North Atlanta
Southtowne Hyundai Suzuki
Steve Rayman Chevrolet
Stivers Decatur Subaru
Stone Mountain Nissan
Stone Mountain Toyota
Stone Mountain Volkswagen
Stonecrest Honda
Subaru of Gwinnett
Subaru of Kennesaw
Superior Chevrolet
Sutherlin Nissan Mall of Georgia
Terry Cullen Southlake Chevrolet
Town Center Nissan
Toyota South Atlanta
Union City Chrysler Dodge Jeep RAM
United BMW
Volkswagen of Marietta
Volvo Cars Mall of Georgia
Wade Ford Smyrna
World Toyota

DISTRICT 4

Butts, Carroll, Coweta, Douglas, Fayette, Haralson, Henry, Jasper, Lamar, Monroe, Newton, Pike, Spalding and Upson counties

AutoNation Toyota Thornton Road
Bellamy-Strickland Chevrolet Buick GMC
Calavan Chrysler Dodge Jeep RAM
Calavan KIA
Countryside Chrysler Dodge Jeep RAM
Covington Ford
Cronic Chevrolet Buick GMC
Cronic Chrysler Dodge Jeep RAM
Cronic Nissan
Don-Rich Ford
Fayetteville Ford
Ginn Chrysler Jeep Dodge RAM
Ginn Motor Company
Honda of Newnan
Hutchinson Ford of Forsyth
James O'Neal Chrysler Dodge Jeep RAM
Jim Ellis Toyota of McDonough
John Thornton Buick Cadillac GMC
John Thornton Chevrolet
Legacy Ford of McDonough
Liberty Chevrolet
Lithia Springs Ford
Mike Bell Chevrolet
Mike Fitzpatrick Ford Lincoln
Nissan of Lithia Springs
Nissan of Newnan
Pioneer Ford
Pugmire Ford
Scott Evans Chrysler Dodge Jeep RAM
Scott Evans Nissan
Sons Honda
Sons KIA
Southtowne Chevrolet Buick GMC Cadillac
Southtowne Motors of Newnan
Speedway Ford
Sutherlin Volkswagen Lithia Springs
Thomaston Ford
Thornton Road Hyundai
Toyota of Newnan

DISTRICT 5

Clarke, Columbia, Greene, Hancock, Lincoln, McDuffie, Morgan, Oconee, Oglethorpe, Putnam, Richmond, Taliaferro, Walton, Warren and Wilkes counties

Acura of Athens & Volvo Cars of Athens
Athens BMW
Athens Chevrolet
Athens Ford
Augusta Mitsubishi
Bulldog KIA
Countryside Chrysler Madison
Evans KIA
Fairway Ford of Evans
Gerald Jones Ford Lincoln
Gerald Jones Mazda
Gerald Jones Volkswagen Audi
Gerald Jones Volvo
Heyward Allen Motor Company
Heyward Allen Toyota
Hughes Subaru

Jim Hudson Acura
Jim Hudson Lexus
Jimmy Britt Chevrolet Buick GMC
KIA of Augusta
Landmark Dodge Chrysler Jeep RAM
Loganville Ford
Malcolm Cunningham Chevrolet
Master Buick GMC
Matthews Motors
Maxie Price Chevrolet
Mercedes Benz of Athens
Mercedes Benz of Augusta
Milton Ruben Chevrolet
Milton Ruben Motors
Milton Ruben Toyota
Nissan of Athens
Phil Hughes Honda
Sutherlin Hyundai Athens
Taylor BMW
Taylor Hyundai
Thomson Motor Centre

DISTRICT 6

Chattahoochee, Crawford, Crisp, Dooly, Harris, Heard, Houston, Macon, Marion, Meriwether, Muscogee, Peach, Pulaski, Schley, Stewart, Talbot, Taylor, Troup, Turner, Webster and Wilcox counties

Acura of Columbus
All-Pro Auto Group
AutoNation CDJR North Columbus
AutoNation CDJR South Columbus
AutoNation Honda Columbus
AutoNation Hyundai Columbus
AutoNation Volkswagen Columbus
BMW of Columbus
Brannen Motor Company
Five Star Chevrolet GMC Warner Robins
Five Star Ford Lincoln Warner Robins
Five Star Hyundai Warner Robins
Five Star Nissan Warner Robins
Hamby Automotive Network
Headquarter Nissan
Hughes Honda
Hutchinson Mitsubishi
Jeff Smith Chrysler Dodge Jeep RAM
Jeff Smith Ford
Jeff Smith Volkswagen Warner Robins
KIA AutoSport Columbus
KIA of LaGrange
LaGrange Toyota
Lowe Toyota
Mercedes Benz of Columbus
Mike Patton Chrysler Dodge Jeep RAM
Mike Patton Ford Lincoln
Mike Patton Honda
Parker Chevrolet Buick GMC
Phil-Brannen Ford of Perry
Rivertown Buick GMC
Rivertown Ford
Rivertown Subaru
Rivertown Toyota
Sunbelt Ford of Americus
Sunbelt Ford of Cordele
Sutton Chevrolet
Warner Robins Chrysler Jeep Dodge RAM
Way Brothers

DISTRICT 7

Baldwin, Bibb, Bleckley, Burke, Dodge, Emanuel, Glascock, Jefferson, Jenkins, Johnson, Jones, Laurens, Screven, Treutlen, Twiggs, Washington and Wilkins counties

BMW of Macon
Butler Chevrolet
Butler Ford of Milledgeville
Butler Honda of Milledgeville
Butler Lexus
Butler Nissan of Macon
Butler Toyota
Childre Chevrolet Buick GMC Trucks
Childre Ford
Childre Nissan
Daniels Chevrolet Buick GMC
Dublin Chevrolet Buick GMC
Dublin Ford Lincoln
Five Star Chrysler Dodge Jeep RAM Macon
Five Star Hyundai of Macon
Five Star Mazda of Macon
Five Star Toyota of Milledgeville
Hutchinson Buick GMC Cadillac
Hutchinson KIA
Infiniti of Macon
Jackson Automotive Group
Jimmy Britt Chrysler Dodge Jeep RAM
Middle Georgia Freightliner
Milledgeville Chrysler Dodge Jeep RAM
Pitts Toyota
Riverside Ford Lincoln
Sutton Acura
Swainsboro Ford Lincoln
Sylvania Ford
Volkswagen of Macon
Volume Hyundai
Walsh Honda
Waynesboro Chrysler Dodge Jeep RAM
William Mizell Ford

DISTRICT 8

Baker, Calhoun, Clay, Colquitt, Decatur, Dougherty, Early, Grady, Lee, Miller, Quitman, Randolph, Seminole, Terrell, Thomas and Worth counties

Action Chevrolet Buick GMC
Albany Chrysler Dodge Jeep RAM
Albany Honda
Albany Motorcars
Blakely Chevrolet Buick GMC
Five Star Hyundai Albany
Five Star Nissan of Albany
Flint River Ford
Flowers Honda
Flowers Nissan
Franklin's Spring Creek Ford
Griffin Chevrolet of Sylvester
Hobson Chevrolet Buick
Hutchinson KIA of Albany
Hutchinson Toyota of Albany
Hutson Motor Company
Lasseter Motor Company
Mitchell County CDJR
Prince of Albany
River Bend Ford
Robert Hutson Ford Lincoln
Spence Chevrolet Buick GMC Cadillac

Stallings Motors
Sunbelt Ford
Sunbelt Ford Lincoln Albany
Thomasville Chrysler Dodge Jeep RAM
Thomasville Ford Lincoln
Thomasville Toyota

DISTRICT 9

Appling, Atkinson, Bacon, Ben Hill, Berrien, Brooks, Camden, Charlton, Clinch, Coffee, Cook, Echols, Irwin, Jeff Davis, Lanier, Lowndes, Pierce, Telfair, Tift and Ware counties

Anderson Buick GMC
Bennett Chevrolet Buick
Bennett Chrysler Dodge Jeep RAM
Cass Burch Chevrolet
Cass Burch Chrysler Quitman
Cook County Ford
Fitzgerald Chrysler Dodge Jeep RAM
Fitzgerald Ford Lincoln
Griffin CDJR Sylvester
Griffin CDJR Valdosta
Griffin Ford Lincoln
Jeff Fender Buick GMC Cadillac
Jerry Kelley GMC
Langdale Ford
Langdale Honda of Valdosta
Langdale Hyundai of South Georgia
Langdale KIA of Valdosta
Mike Burch Ford Blackshear
Murray Ford
Nashville Ford
O'Steen Chrysler Dodge Jeep RAM
O'Steen Subaru Volkswagen of Valdosta
Prince Automotive of Valdosta
Prince Honda
Prince of Tifton
Robbie Roberson Ford
Robert Fender Chevrolet
Tenneson Nissan
Valdosta Toyota
Walker Jones Chevrolet Buick
Woody Folsom Automotive
Woody Folsom Chrysler Dodge Jeep RAM Baxley
Woody Folsom Ford
Woody Folsom of Douglas
Walker Jones Nissan

DISTRICT 10

Brantley, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Glynn, Liberty, Long, McIntosh, Montgomery, Tattnall, Toombs, Wayne and Wheeler counties

Chatham Parkway Lexus
Chatham Parkway Subaru
Chatham Parkway Toyota
Chrysler Dodge Jeep RAM Brunswick
Chrysler Dodge Jeep RAM Fiat of North Savannah
Chrysler Dodge Jeep RAM Fiat of South Savannah
Critz Inc.
Dan Vaden Chevrolet Cadillac
Daniels-Bishop Chevrolet
Franklin Chevrolet Cadillac Buick GMC

Franklin Toyota
Freightliner of Savannah
Grainger Honda
Grainger Nissan
Hodges Ford
Hyundai of Brunswick
I-95 Toyota of Brunswick
JC Lewis Ford
JC Lewis Ford Hinesville
JC Lewis Ford Lincoln
JC Lewis Lincoln of Savannah
JC Lewis Mazda
Jimmy Britt Chrysler Jeep Dodge RAM
KIA Country of Savannah
King's Colonial Ford
Kyle Durrence Chevrolet Buick GMC
Liberty Chrysler Dodge Jeep RAM
Metter Ford
Mike Murphy KIA of Brunswick
Mike Reed Chevrolet
Nalley Buick GMC
Nalley Honda
NeSmith Chevrolet Jesup
Paul Thigpen Chevrolet Buick GMC
Paul Thigpen Ford Lincoln
Peacock Hyundai Savannah
Rincon Chevrolet
Savannah Toyota
Savannah Volkswagen
Southern Motors Honda
Springfield Chrysler Auto Mart
Vaden Chevrolet Cadillac Brunswick
Vaden Chevrolet Pooler
Vaden Nissan of Hinesville
Vaden Nissan of Statesboro
Vaden Nissan
Volvo Cars Savannah
Woody Folsom Chrysler
Woody Folsom Nissan Vidalia

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. 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.

The indirect economic impact of automotive retailers was estimated by Auto Outlook, Inc. Estimates were based on previous impact studies that relied upon regional input-output economic computer models. Indirect economic estimates in this report are intentionally conservative, and therefore, may underestimate the overall contribution automotive retailers make to the Georgia economy.

Auto Outlook, Inc. is a regional automotive market analysis firm providing market research services to automotive dealers. **Jeffrey Foltz, President**

Study sponsored by:

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