

— 2024 STUDY —

NEW YORK DEALERS



DRIVING
THE ECONOMY



Greater New York
Automobile Dealers
Association

Results of this study were compiled using 2023 data from metro New York auto retailers.

DRIVING METRO NEW YORK'S ECONOMY

Contribution to Metro New York's Economy by
Local New Car Dealers



67,300

JOBS
GENERATED*



6.3 BIL

PAYROLL



2.9 BIL

TAX
REVENUE



449

FRANCHISED
NEW CAR
DEALERSHIPS

**Franchised New Car Dealerships in Metro New York employed a total of 37,200 individuals in 2023.
An additional 30,100 individuals were employed as a result of the indirect impact of dealership operations.*



MARK SCHIENBERG

*Greater New York Automobile
Dealers Association*

GNYADA PRESIDENT'S MESSAGE

The Greater New York Automobile Dealers Association's (GNYADA) members are a powerful economic force, driving high-quality job creation throughout the metropolitan area. The 449 local franchised new car and truck dealerships that comprise GNYADA's membership play a vital role in the lives of those who live and work in the New York Metro region.

Franchised new car dealers do more than sell and service vehicles. They generate jobs, provide avenues for professional growth and higher salaries, and significantly invest in the communities they serve. The impact caused by these small businesses extends beyond their individual stores, positively influencing various sectors such as media, construction, banking, and more.

Collectively, metro area dealers generate \$67.6 billion in economic activity, support more than 67,300 jobs with a combined payroll of \$6.3 billion and collect and pay \$2.9 billion in state and local taxes. Yet their impact extends far beyond economics.

Franchised new car and truck dealers are deeply committed to their communities, making a meaningful difference through charitable contributions. In 2023 alone, they donated \$19.8 million to various causes. From healthcare initiatives and educational programs to disaster relief, volunteer first responders, food drives, and local pet rescues to name a few. Neighborhood dealers have always been there to support their communities.

Starting on page 11 of this report, you'll find a comprehensive overview of just some of the contributions made by local franchised new car and truck dealers, showcasing their steadfast dedication to the communities they serve. This report underscores the significant role these dealerships play in job creation, tax revenue generation, and philanthropy.

What's even more noteworthy is that beneath the statistics presented in this report lie real, everyday benefits and expanded opportunities that directly impact the lives of dealership employees and the residents of the New York Metro area.

INDUSTRY OVERVIEW

37%

EMPLOYEE
EARNINGS INCREASE

27.1%

SALES
INCREASE

12.5%

METRO NEW YORK
RETAIL JOBS

\$67.6
BILLION

TOTAL
ECONOMIC ACTIVITY

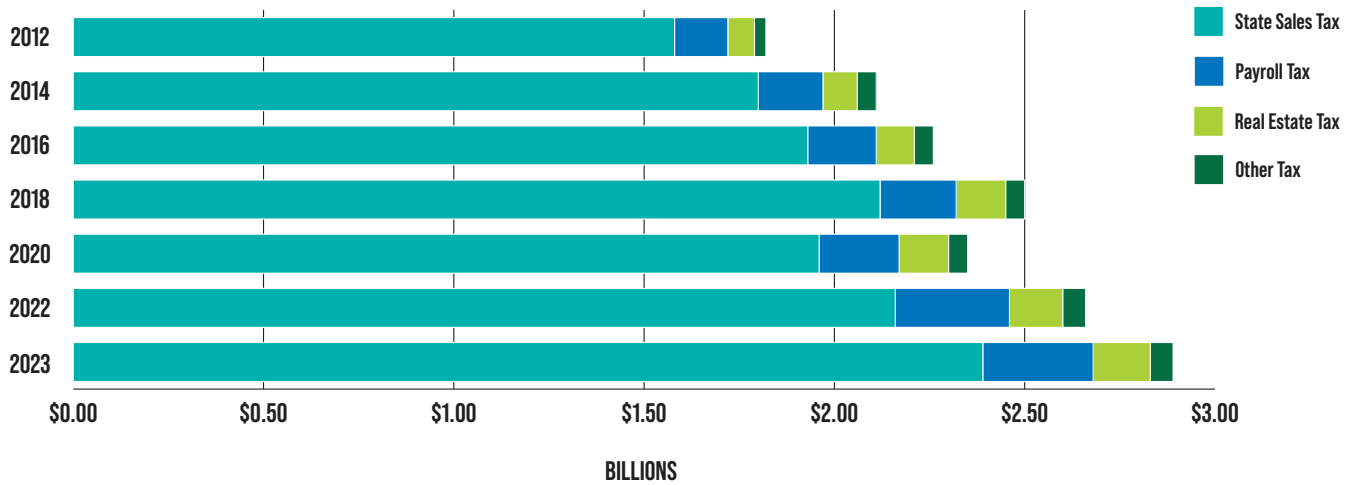
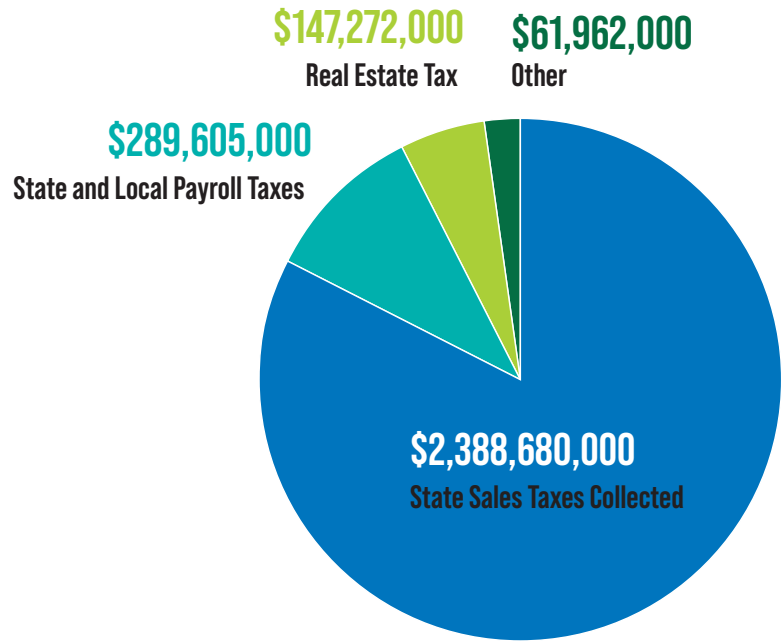
	2023	2022	2019	% CHANGE	
				2023 vs. 2022	2023 vs. 2019
TOTAL SALES DOLLARS	\$51.6 Billion	\$46.6 Billion	\$40.6 Billion	10.7%	27.1%
TOTAL EXPENSES DOLLARS	\$6.4 Billion	\$5.6 Billion	\$4.7 Billion	14.3%	36.2%
JOBS GENERATED*	67,300	65,100	72,200	3.4%	-6.8%
EMPLOYEE EARNINGS*	\$6.3 Billion	\$6.4 Billion	\$4.6 Billion	-1.6%	37.0%
TAXES (STATE SALES, PAYROLL, REAL ESTATE)	\$2.9 Billion	\$2.6 Billion	\$2.2 Billion	11.5%	31.8%
CHARITABLE CONTRIBUTIONS	\$19.8 Million	\$19.4 Million	\$20.0 Million	2.1%	-1.0%
NEW VEHICLE RETAIL SALES	495,000	452,000	583,000	9.5%	-15.1%
USED VEHICLE RETAIL SALES	385,000	415,840	427,100	-5.0%	-7.5%
ADVERTISING EXPENSES	\$436 Million	\$411 Million	\$493 Million	6.1%	-11.6%

*Figures cited in this report refer to direct and indirect economic impacts. Direct economic benefits include employment and compensation that occur at automobile dealerships. Indirect benefits include employment and compensation that occur elsewhere in the economy, but are attributable to dealership operations. For example, dealership employees spend a portion of their salaries on goods and services in the area, which results in additional "indirect" benefits that occur in other economic sectors. Indirect economic benefits were estimated utilizing the RIMS II (Regional Industrial Multiplier System, version 2 developed by the U.S. Department of Commerce, Bureau of Economic Analysis).

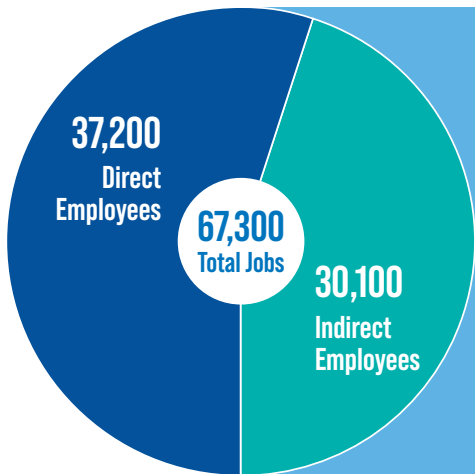
TAX REVENUE

State and Local Taxes Generated by Franchised New Car Dealers

**\$2.89
BILLION**
STATE AND LOCAL
TAXES PAID



EMPLOYMENT

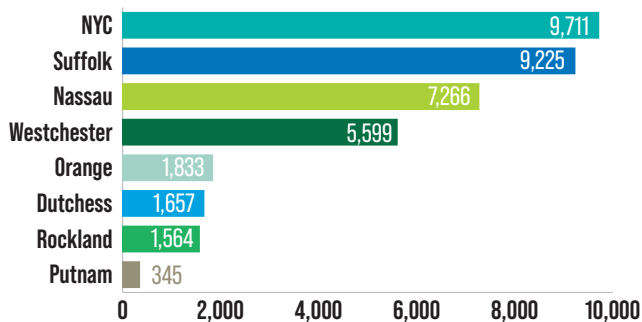


4TH LARGEST RETAIL EMPLOYER

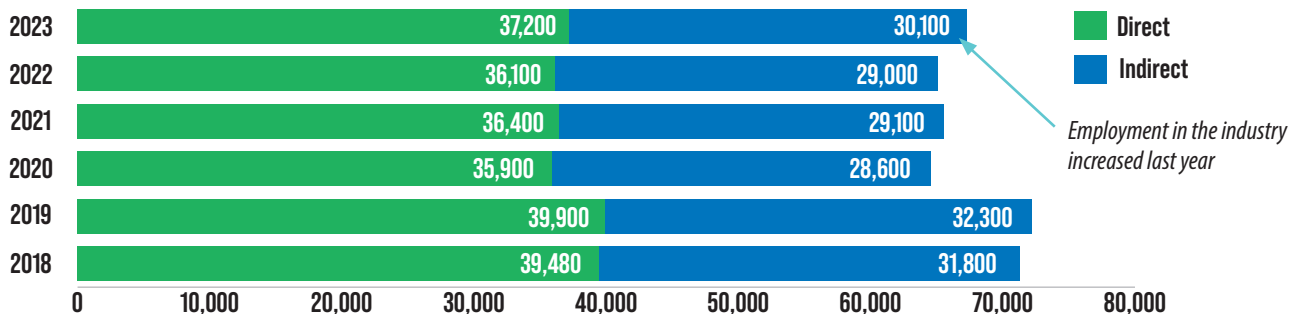
New car dealers rank just behind supermarkets, clothing stores, and pharmacies.

Automobile dealership employment accounted for 12.5% of total retail employment in the metro area.

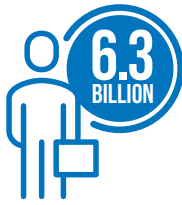
Dealership Employment by County



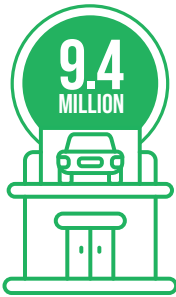
Direct and Indirect Employment



PAYROLL



PAID IN EMPLOYEE EARNINGS



**AVERAGE EMPLOYEE EARNINGS
PAID PER DEALERSHIP**

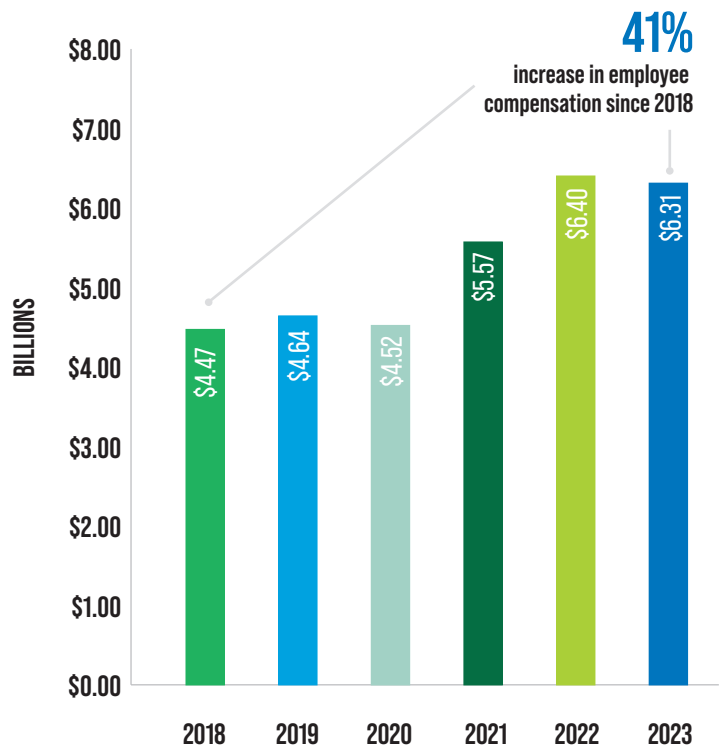


AVERAGE EMPLOYEE SALARY



**INCREASE IN
COMPENSATION SINCE 2018**

Employee Compensation 2018 - 2023



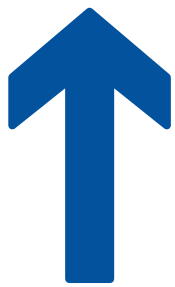
Total Employee Compensation

2023 Estimates			
	DIRECT	INDIRECT	TOTAL
Payroll	\$3,861,400,000	\$1,892,086,000	\$5,753,486,000
Fringe Benefits	\$374,466,000	\$183,488,340	\$557,954,340
Total	\$4,235,866,000	\$2,075,574,340	\$6,311,440,340

DEALERSHIP SALES IN NEW YORK STATE

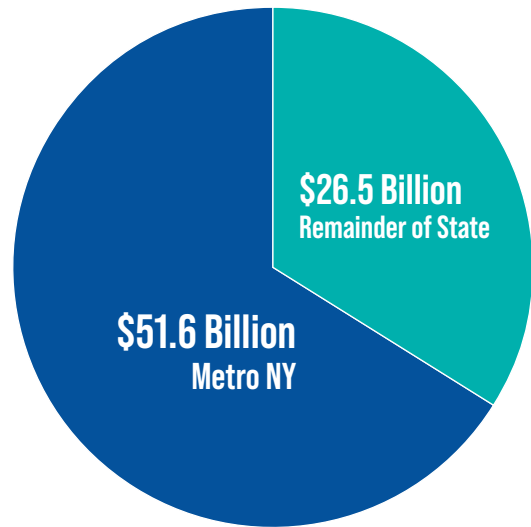
\$78.1 BILLION

NEW VEHICLE SALES



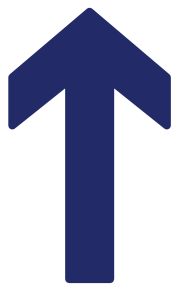
10.7%

GROWTH IN TOTAL DEALERSHIP SALES FROM 2022



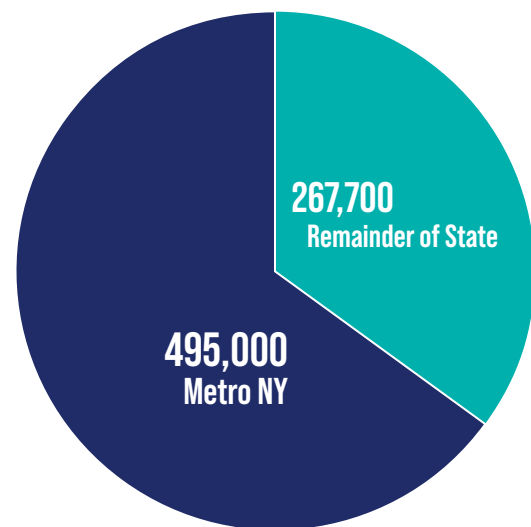
762,700

NEW UNITS SOLD



9.5%

GROWTH IN UNITS SOLD FROM 2022



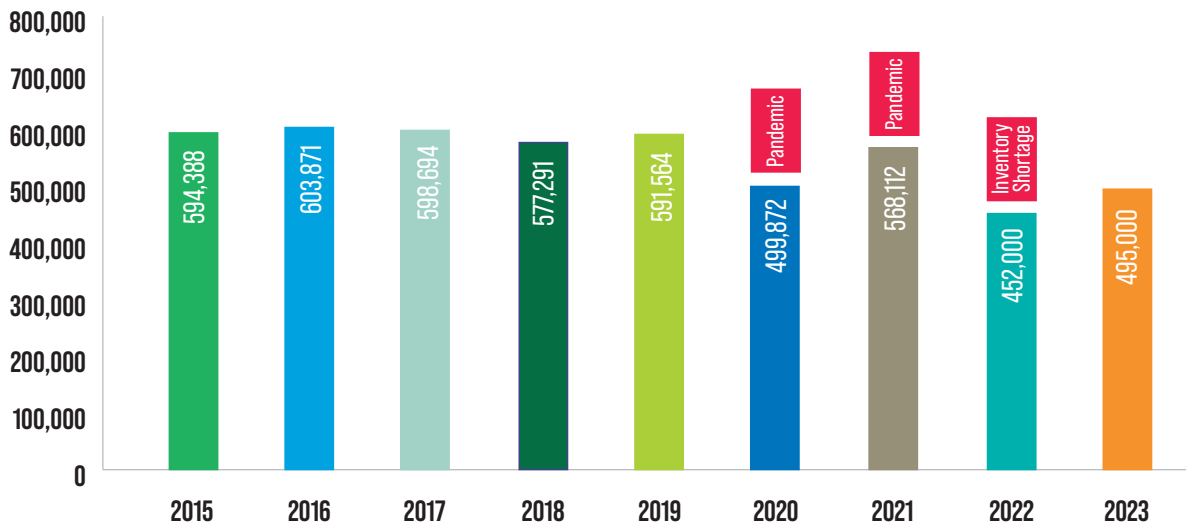
DEALERSHIP SALES IN NEW YORK STATE

65%

NEW VEHICLE SALES IN NYS OCCUR IN THE METRO AREA



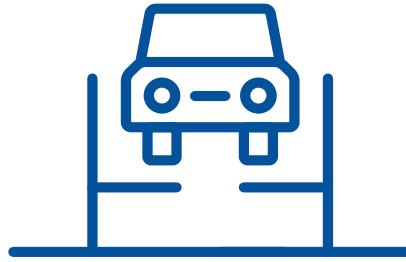
New Retail Vehicle Units Sold or Leased



As shown on the graph, combined new retail car and light truck registrations in the metro area were at or near 600,000 units between 2015 and 2019. Registrations declined 15.5% in 2020 due to the pandemic, and fell by more than 20% in 2022 as supply chain issues impacted vehicle production. The market increased 9.5% last year as vehicle inventories improved.

Data sourced from Experian Automotive.

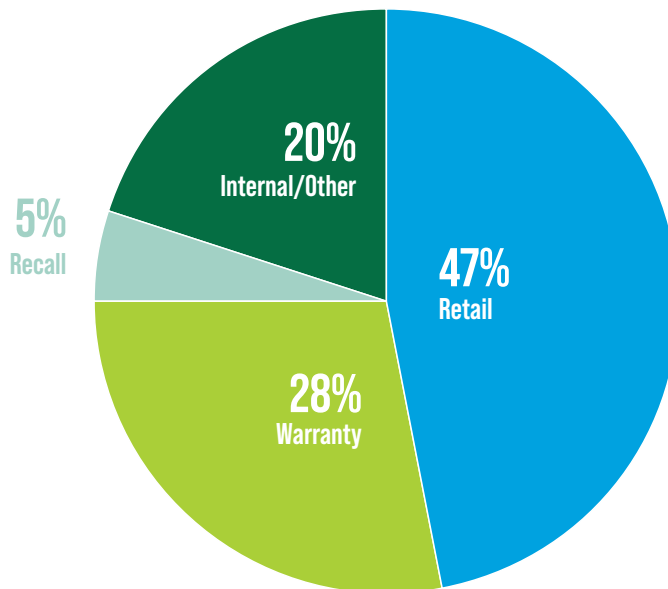
DEALERSHIP SERVICE DEPARTMENTS



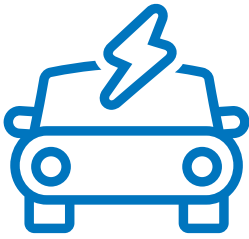
8,959,500

SERVICES DONE ON VEHICLES
BY DEALERSHIPS DURING 2023

Breakdown of Dealership Repair Orders by Type of Service Provided

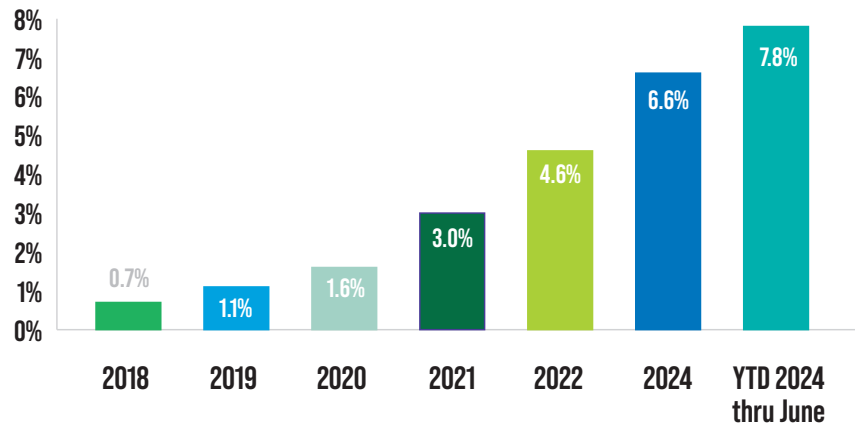


FRANCHISED NEW CAR DEALERS ARE IN ON EVS



BEV SHARE OF NEW RETAIL SALES LIGHT VEHICLE MARKET

Battery electric vehicles accounted for 7.8% of industry new vehicle registrations in the first six months of 2024.



Anticipated Dealership Expenses to Prepare for Sale and Service of Electric Vehicles (2024 thru 2026)

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

	AVERAGE PER DEALERSHIP	INDUSTRY TOTAL
Capital Improvements	\$265,000	\$118,985,000
Existing Facility Investments	\$205,000	\$92,045,000
Special Equipment	\$50,000	\$22,450,000
Sales/Service Training	\$22,000	\$9,878,000
TOTAL	\$542,000	\$243,358,000

\$243.4 MILLION

Total anticipated industry expenses between 2024 and 2026 to sell and service EVs

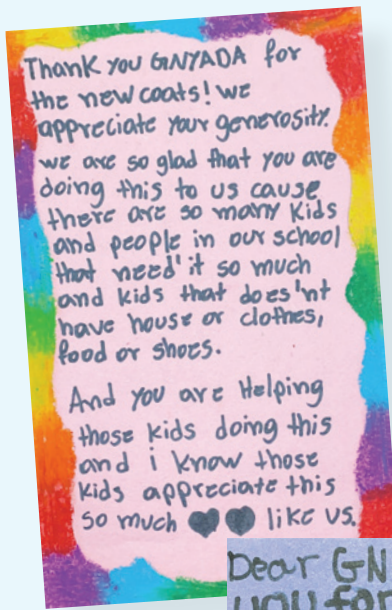
5

Current average number of EV chargers installed at metro area franchised dealerships

7.8

Estimated average number of EV chargers installed at metro area franchised dealerships by 2026

NEW CAR DEALERS' COMMUNITY IMPACT



The Greater New York Automobile Dealers Association (GNYADA) and its dealer members have a rich history of giving back to the community, touching countless lives through their generous charitable contributions. Over the years, their efforts have spanned various causes, demonstrating their unwavering commitment to making a positive impact on the local communities they serve.

Local new car dealers have contributed hundreds of millions of dollars in charitable donations, creating a lasting impact on healthcare, education, pet rescue, food drives, disaster relief, and many community-based organizations.

Through these diverse and impactful charitable activities, GNYADA has proven that its dedication goes beyond the automotive industry. Local new car and truck dealers are a vital part of the New York community, continuously working to make a positive difference in the lives of individuals and families. Their legacy of generosity and compassion will undoubtedly continue to inspire and uplift for years to come.

\$19.8 MILLION

IN CHARITABLE CONTRIBUTIONS BY LOCAL NEW CAR DEALERS

Local New Car Dealers do a lot more than sell and service vehicles, they play a vital role in giving back to their communities. From supporting schools and hospitals to partnering with foundations and other community based organizations, these dealerships make significant charitable contributions.

Types of Contributions



HEALTHCARE



**COMMUNITY
BASED
ORGANIZATIONS**



EDUCATION



**HUMANITARIAN
RELIEF**

HEALTH CARE - CHARITABLE CONTRIBUTIONS

Over \$1 Million to Support Day Camp for Children with Cancer

For every customer repair order, Sunrise Toyota donates \$1 to the Sunrise Day Camp, whose mission is to bring back the joys of childhood to children with cancer. Over the past six years, Sunrise Toyota has been able to raise over 1 million dollars through repair orders and vehicle sales in support of this incredible organization. In addition, a large group of Sunrise Toyota employees and their families go to the camp in Suffolk County every summer and host a pizza party for all the children and the staff.



Over \$375,000 Raised to Support Children's Hospital in Westchester

Subaru of White Plains raised an impressive \$375,000 over three years for the Maria Fareri Children's Hospital. With each new Subaru purchase or lease between November and January, Subaru of America donated \$250, matched by Subaru of White Plains. This year, they donated a record-breaking amount of \$106,841.

Fundraising Efforts Garner Over \$450,000 in Support of Suffolk County Children's Hospital

Competition Subaru of Smithtown raised over \$450,000 in support of Stony Brook Children's Hospital, making a significant impact on the hospital's initiatives.



HEALTH CARE - CHARITABLE CONTRIBUTIONS

10 Year Effort Raises \$86,542 to Fight Breast Cancer

Apple Honda raised \$7,600 for the North Fork Breast Health Coalition during its 11th annual breast cancer awareness month. This significant contribution brings their cumulative fundraising total to an incredible sum of nearly \$86,542 over the course of a decade. Apple Honda generously donates \$50 for each new and used car sold throughout the month of October. The North Fork Breast Health Coalition's Helping Hands program offers \$1,000 grants to patients coping with breast cancer.



“ We've been supporters of the North Fork Breast Health Coalition since 2013, raising a total of \$86,542 for the cause.

— Bill Fields
General Manager, Apple Honda

Brooklyn Dealer Raises \$10,600 to Beat Breast Cancer

Bical Auto Mall in Brooklyn raised \$10,600 for breast cancer research by partnering with The American Cancer Society for the 'Making Strides Against Breast Cancer' movement. The dealership donated \$100 for every car leased or purchased in October.



HEALTH CARE - CHARITABLE CONTRIBUTIONS

\$150,000 Donation Paves the Way for Neurologic Surgery at Huntington Hospital

Empire Subaru of Huntington has contributed an astounding \$150,000 over the past three years to the neurologic surgery department at Huntington Hospital. This year, their dedicated fundraising efforts achieved a remarkable milestone of \$20,058.



\$21,000 Donation to Local Hospital

East Hills Subaru of Sayville presented a check for \$21,000 to the Long Island Community Hospital to go towards their patient care, including trauma, cardiac, and primary care programs.

“ We appreciate Long Island Community Hospital’s commitment to cardiac care, surgical care, emergency care and care for stroke victims.

— Oliver Brodlieb
Owner of East Hills Subaru of Sayville

Santa’s Magic Brought to Nassau University Medical Center

Empire Automotive Group President Michael Brown continues his tradition of giving back to the Long Island community during the holiday season. Michael distributed over \$10,000 in gift cards for groceries and toys to patients in the NUMC woman’s clinic, the maternity ward, as well as those in patient rooms.



EDUCATION - CHARITABLE CONTRIBUTIONS



Over \$130K Donated to Students for Scholarships

Koeppel Auto Group donated over \$130,000 to students at P.S. 148Q for scholarships through their 'Koeppel Kares' initiative. Since spring 2023, \$20 from every car sale at their Queens dealerships has been dedicated to the NYC Scholarship Accounts, part of the NYC Kids RISE Save for College Program.

Dealers & the Mayor's Office Distribute 2,000 Backpacks & School Supplies in Brooklyn

Plaza Auto Mall joined forces with the Mayor's Office and NYC Council Member Farah Louis' Office for their Annual "Plaza's Got Your Back" event. Together, they distributed 2,000 backpacks and school supply kits to disadvantaged NYC families, supporting children's educational success.



Helms Bros., Inc. Donates 500 Backpacks & School Supplies

Helms Bros., Inc. brought joy to the students of PS 129Q with their heartwarming 'Popsicles in the Park' event! The dealership team handed out free books, ice cream, and 500 backpacks filled with school supplies to kick off the back-to-school season.

EDUCATION - CHARITABLE CONTRIBUTIONS



Driving Sports Opportunities for Brooklyn Youth

Bical Auto Mall generously donated \$1,000 to the Kings Bay Youth Organization to acquire new equipment. The Kings Bay Youth Organization, a non-profit organization, is committed to offering the youth of Brooklyn the opportunity to participate in organized sports.

Empowering NYC Students with Special Needs Through Work-Based Learning Programs

Koeppel Auto Group's partnership with the NYC Department of Special Education provides work experience programs for students at P721Q, fostering their transition to supported or competitive employment. Through on-the-job dealership training, students aged 14-21 gain practical skills and bridge the gap between classroom learning and real-world work settings.



\$2,000 Donation Fuels Commitment to Quality Learning

Paul Conte Cadillac in Freeport made a \$2,000 donation to the De La Salle School, a Catholic Middle School in Rockville Centre to provide quality education for young men from economically disadvantaged circumstances.



PET RESCUE - CHARITABLE CONTRIBUTIONS



Suffolk County Dealer Supports Veterans and Saves Pets

Competition Auto Group discounted a Sprinter Van for the Paws of War organization to use to support war heroes and their furry companions. The van is used to pick up and drop off animals from airports to help the military vets awaiting them. Paws of War provides support animals to veterans in need and saves pets from kill shelters.

Dealership Finds Loving Homes for Homeless Animals

Koeppl Auto Group hosts Pet Adoption events at their dealerships to help homeless animals and benefit the Animal Care Centers of NYC. Koeppl strives to find loving homes for homeless and abandoned cats, dogs, and rabbits, both by providing adoption events to the public and by partnering with more than 200 dedicated animal placement organizations.



LOCAL COMMUNITY - CHARITABLE CONTRIBUTIONS

Dealer Supports Westchester County Wine & Food Festival

Pepe Auto Group generously contributed \$35,000 to the Westchester Magazine Wine & Food Festival, a multi-day event showcasing fine wines, talented chefs, local restaurant tastings, an exciting burger contest, cooking exhibitions, and much more.



\$2,000 Donation Bolsters Ukrainian Red Cross Relief Efforts

Vail Buick GMC in Bedford Hills presented a \$2,000 NADA Foundation Grant check to the American Red Cross of Ukraine to assist with relief efforts.

Dealership Employees Scale Heights for FDNY Fitness

Koeppel Auto Group employees challenged themselves to climb 1,110 feet to the top of Summit at One Vanderbilt in support of the FDNY Foundation, emphasizing the importance of physical fitness for FDNY firefighters, EMTs, and paramedics. The funds raised went towards purchasing stair climbers for FDNY firehouses and EMS stations.



LOCAL COMMUNITY - CHARITABLE CONTRIBUTIONS



\$20,700 Donation Empowers Long Island's Family Service League

Empire Automotive Group uplifted the Long Island community by generously donating \$20,700 to the Family Service League, a social service agency providing crucial support to those in need.

Dealership Donates Essential Supplies for Suffolk County Homeless

Competition Subaru of Smithtown donated new blankets, socks, clothing, shoes, toiletries and food to Pax Christi Hospitality Center, a homeless shelter located in Port Jefferson.



Queens Dealer Brings the Joy of Dancing to the Community

Koeppel Auto Group donated \$5,000 in support of the Queensboro Dance Festival, a summer event with free outdoor dance performances and classes, featuring 25 Queens-based professional companies, and attracting over 10,000 residents.



LOCAL COMMUNITY - CHARITABLE CONTRIBUTIONS



Together Dealers Give Back: Giving Tuesday

Giving Tuesday, the Global Generosity Movement, is held each year on the Tuesday after Thanksgiving. GNYADA Dealers supported the movement with vehicle donations.



As part of Giving Tuesday, North Bay Cadillac Buick GMC president Jack Weidinger presented the keys to a \$100K Chevy Suburban vehicle, that was modified for wheelchair accessibility, to the Tunnel to Towers Foundation at his dealership.

“ Jack’s generous donation will make a huge difference to the lives of the disabled veterans and first responders we serve every day. This vehicle will allow us to safely transport these important individuals who need safe transportation to medical appointments, etc.

— Frank Siller
Chairman & CEO, of The Tunnel to Towers Foundation

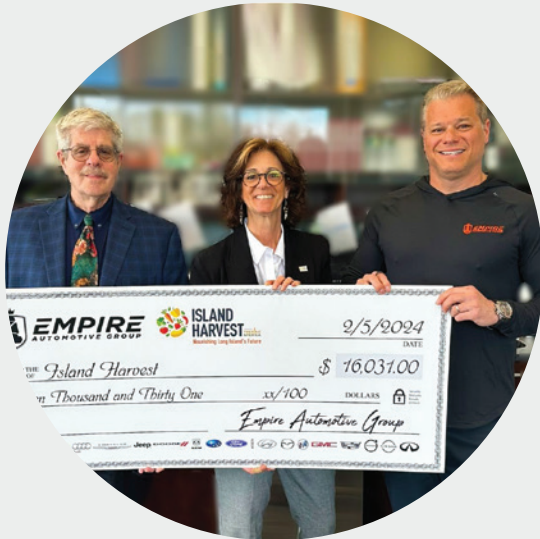
Koeppel Auto Group, raffled off a Subaru Outback or a \$15,000 cash prize to benefit Quality Services for the Autism Community (QSAC) at their annual Gala. The live drawing took place on Giving Tuesday through Koeppel’s social media account.

Koeppel Auto Group has a long philanthropic history with QSAC, they also made a \$45,000 donation this year and have hired individuals from QSAC’s Workforce Development Program to work at their dealerships.

FOOD DRIVES - CHARITABLE CONTRIBUTIONS

Dealers Feed the Community

GNYADA member dealerships hosted Food Drives to help feed the communities in need.



Empire Automotive Group donated proceeds from vehicle sales to Island Harvest, raising a total of \$49,851 over the past two years.



Island Auto Group, hosted a Drive to collect food and other essential supplies for the Staten Island Giving Circle (SIGC).



Jaguar Land Rover of Freeport participated in the Inn in Hempstead Food Drive by donating 20 complete family meal baskets with \$25 gift cards.



Kia of Huntington brought the community together for a Classic Car Show where they collected over 700 pounds of food and household items.

TOYS FOR TOTS - CHARITABLE CONTRIBUTIONS



Koeppl Auto Group



Dealers Delivering Hope to Children at Christmas Time and Beyond!

Many dealerships enthusiastically participate in the Marines Toys for Tots program each holiday season. Through generous donations of new, unwrapped toys, these dealerships bring joy to countless children in need across our communities. Their commitment to spreading holiday cheer reflects their deep-rooted dedication to making a positive impact beyond the showroom, embodying the spirit of giving that resonates throughout the season.



Kia of Huntington



Hempstead Lincoln and Hempstead Ford



Rallye Motor Company



Island Automotive Group



Long Island Sports Cars

GNYADA'S COMMUNITY INVOLVEMENT - CHARITABLE CONTRIBUTIONS



Dealerships Give the Gift of Warmth

More than \$136,000 was donated this winter by local automobile dealers across metro New York to provide children with brand-new warm coats this winter.

“ Each year, local franchised new car dealers come together to donate warmth with brand-new winter coats for children throughout New York City, Westchester, Long Island, and the Lower Hudson Valley. Participating dealers raise money from each car sold in their dealership, as well as donate thousands of dollars more.

— Mark Schienberg

President of the Greater New York Automobile Dealers Association



GNYADA'S COMMUNITY INVOLVEMENT - CHARITABLE CONTRIBUTIONS



GNYADA has raised more than \$1.5 Million at its annual Charity Event to support Automotive Education.



During the onset of the pandemic, GNYADA generously donated 1 million face masks across 12 counties.



GNYADA joined forces with East Side House Settlement and comedian Tracy Morgan to distribute Thanksgiving turkeys in the Bronx.

GNYADA'S COMMUNITY INVOLVEMENT - CHARITABLE CONTRIBUTIONS



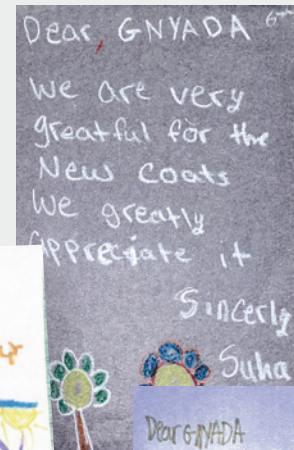
At the New York Auto Show, GNYADA presented a \$100,000 donation to the American Red Cross of Greater New York to help the victims of the humanitarian crisis in Ukraine.



GNYADA donated \$50,000 to Lincoln Technical Institute's Queens Campus to purchase an electric vehicle for education and training purposes.



GNYADA organizes the Automotive Technology competition for high school students, awarding over \$100,000 in scholarships annually.





Greater New York
Automobile Dealers
Association



WWW.GNYADA.COM

METHODOLOGY

Dealership financial data (and other information cited in this report) was collected from a detailed survey sent to all new vehicle automotive retailers in the greater New York metro area. 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 area's economy.

INDEPENDENT RESEARCH

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

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