

NADA Data 2017

A banner year for vehicle sales.

BY JOE PHILLIPS

NADA Data—the annual financial profile of new-car dealerships—is one of the association’s most popular publications. Record vehicle sales have been keeping dealers and their employees busy, and bolstering local economies. Here are some highlights. (For a complete copy of the latest *NADA Data*, visit nada.org/nadadata.)

Total New-Car
Dealerships

16,802 



CALIFORNIA

Highest dollar sales for all dealerships \$119,968,607,468

Highest dollar sales per dealership \$89,998,955

TOTAL DEALERSHIP SALES
\$1,002,622,026,477

...per dealership

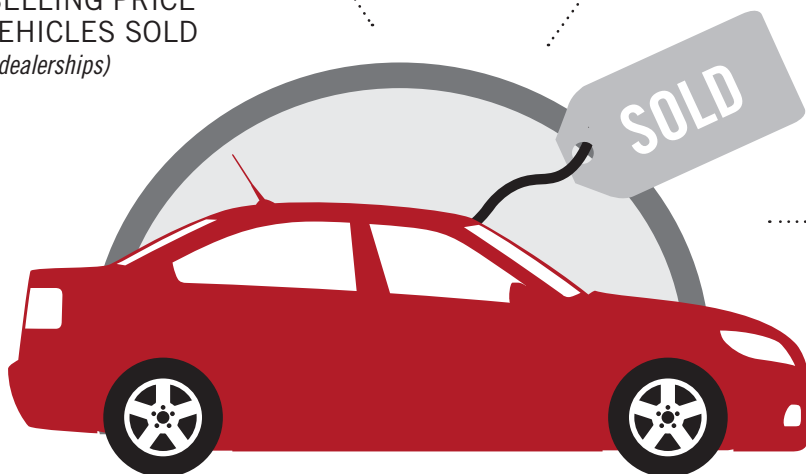
\$59,672,779

\$20,009

AVERAGE SELLING PRICE
OF USED VEHICLES SOLD
(by new-vehicle dealerships)

\$34,670

AVERAGE SELLING PRICE
OF NEW VEHICLES SOLD



1,020

AVERAGE NEW
VEHICLES
SOLD PER
DEALERSHIP



domestic
1,923,100
+ import
1,866,400

December

Month with most
new-vehicle sales

1,604,942
units

NEW-CAR INVENTORY

3,789,500



NEW-VEHICLE
DAYS' SUPPLY

70
domestic

56
import

Change
in number
of new
vehicles
sold

-1.9%

from 2016 to 2017

TOTAL NEW VEHICLES SOLD

17,134,773

VEHICLES IN OPERATION

270 million



1YR

3YRS

5YRS

7YRS

9YRS

11YRS

13YRS

15YRS

Average age of vehicles on the road
(cars and light trucks)

**11.6
YEARS**

DEALERSHIP EMPLOYEES

1,135,700

69

Average per
dealership



\$1,126

Average weekly earnings
per dealership employee

\$3.9 million

Average annual payroll
per dealership

\$66 billion

Average annual payroll
of all dealerships





\$114.2 billion
SERVICE AND PARTS SALES
(for all new-vehicle dealerships)



\$6.8 million
SERVICE AND PARTS SALES
(per new-vehicle dealership)



317,347
TECHNICIANS
(including body shop)

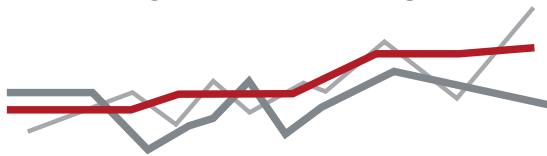


316.4 million
REPAIR ORDERS WRITTEN

Percentage of dealerships operating on-site body shops

39%

FINANCIAL TRENDS



New-Vehicle Department

\$1,805,840 Average gross profit

Used-Vehicle Department

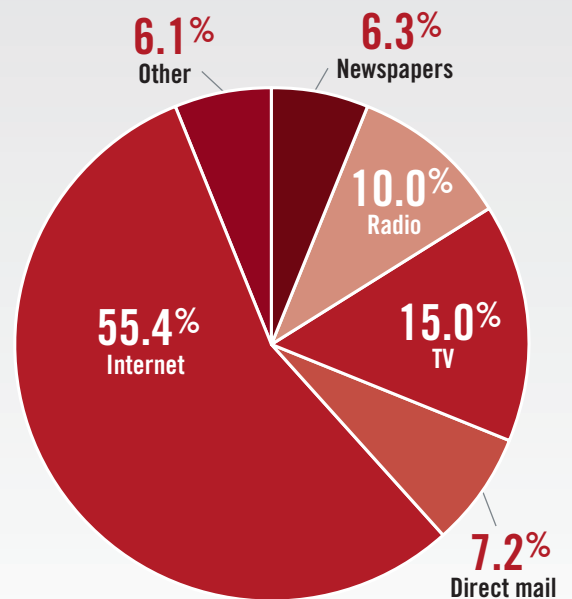
\$1,658,265 Average gross profit

Service/Parts Department

\$3,332,512 Average gross profit

ADVERTISING EXPENDITURES

(by medium)



(All NADA Data numbers are from 2017.)