

# 2022 ANNUAL REPORT



*Greater*  
LOS ANGELES NEW CAR  
DEALERS ASSOCIATION

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*Greater*  
LOS ANGELES NEW CAR  
DEALERS ASSOCIATION

700 N Central Avenue  
Suite 320  
Glendale, CA 91203

# PRESIDENT'S MESSAGE

After two calendar years dominated by COVID, the year of 2022, while still touched by the disease and its logistical and economic impacts, marked more of a return to normalcy. Accordingly, it was a good 12 months for new car dealers and for GLANCDCA. We so appreciate our members' continued support and, because of that engagement, the gains our association has made for the new car dealers' industry. In 2023, our critical work (advocacy, education, engagement, and philanthropy) will continue at the community and state levels.

## STATE OF THE INDUSTRY

Like seemingly every other industry, new car dealers absorbed a one-two punch of COVID-related challenges: supply chain delays and rising interest rates. Historic port back-ups, labor scarcity, and a shortage in microchips greatly limited inventory, while a high rate of inflation priced out many would-be new car buyers, pushing new-vehicle average transaction prices to record highs: just under \$46,000, through the first half of 2022.

Yet our dealers — creative, resilient entrepreneurs — didn't just survive these challenges, they thrived in spite of them. Although new car sales declined in the second half of the year due to these external factors, new vehicle registrations in California are predicted to increase in 2023 — a ripe opportunity for Los Angeles' dealers.

## COMMUNITY IMPACT

In our philanthropy, we continue to prioritize workforce development and training, building career pathways by strengthening the connection between auto tech college programs and auto dealer service employers. At the 2022 LA Auto Show, for example, we awarded grants to three Los Angeles community colleges to help fund student scholarships, automotive technology program enhancements, facility upgrades, and other initiatives. In May 2022, we supported Los Angeles Pierce College to bolster the school's automotive service tech program and its newly constructed building.



However, beyond workforce development, our charitable giving extends into the greater community. Our member dealers are committed to reinvesting in the communities where they conduct business and where their employees live. In September 2022, we made contributions to Jesuit Charities and the Dolores Mission Church, to support the church's Adopt-a-Student program for the Delores Mission School. We also contributed to the church's Guadalupe Homeless Project, which runs shelters for men and women. And in December, we presented a check to The Boys & Girls Club of the West Valley, to help support the chapter's operating budget.

## LA AUTO SHOW

This year also marked a revival of sorts for the annual Los Angeles Auto Show, as organizers reported a much higher turnout than in 2021. As part of the show, GLANCDCA was proud to host a Career Fair and Career Pathways event for aspiring auto tech workers from local community colleges and high schools. Students in attendance met with dealership managers to discuss work opportunities, and afterwards explored the show floors to learn about the automotive industry's latest technology.



# PRESIDENT'S MESSAGE CONTINUED

The following day, we also hosted hundreds of kids from the Big Brothers Big Sisters of Greater Los Angeles, and from regional Boys & Girls Clubs, to teach them about the automotive industry and potential career opportunities.

## STATE ADVOCACY

In Sacramento, we continue to engage legislators on multiple policy issues. With direct-to-consumer vendors increasingly bypassing dealers, we're advocating (alongside the California New Car Dealers Association) to strengthen franchise protections; legislation to that effect should be introduced soon to address this issue. Additionally, our previous work toward Private Attorneys General Act (PAGA) reform will see the issue hit the ballot in 2024. In the meantime, we'll strategize messaging as our dealers raise money to eventually put that messaging before voters. And, in another carryover from previous years, progress continues toward raising the cap on the document preparation charge. Outside these main concerns, we continue to play defense on myriad issues as political and policy debates evolve.

## LOCAL EDUCATION AND OUTREACH

Locally, our focus is to engage new Mayor Karen Bass' office, LA City Council members, and other elected officials throughout the greater Los Angeles area. One consideration, among many, is the gross receipts tax and the possibility of obtaining a carveout within the City of Los Angeles.

## WORKFORCE DEVELOPMENT

As of November 2022, there were more than 1,500 open technician positions at dealerships across Southern California. The statistic highlights the extent of our industry's demand for labor; it also explains our association's emphasis on workforce development. It's why, as mentioned earlier, we hosted college and high school students at our Career Fair and Career Pathways event during November's LA Auto Show. And we continue to hold career events at area schools throughout the year. This April, GLANCD A will again host the Los Angeles County High School Auto Tech competition, which invites teams to compete in written and hands-on events, and last occurred at the end of 2019. While the National Auto Tech competition has gone on a hiatus, we are committed to growing the competition in the Los Angeles region, inviting six new schools with auto tech programs to compete for prizes and scholarships.

With that and more in mind, 2023 figures to be a busy year for us. I didn't take my role as association president for granted — it has been my sincere honor to serve GLANCD A's members for a total of six combined years of service. I hold Howard Tenenbaum — our incoming president — with the highest regard and I'm certain he will lead GLANCD A to a bright future.

Thank you for your membership, engagement, and ongoing support of our association. I'm grateful for our success in 2022, and I look forward to our progress and connections throughout 2023.



**David Ellis**

GLANCD A President  
Ellis Family Stores - Glendale  
900 S Brand Blvd  
Glendale, CA 91204

# GLANCD A BOARD MEMBERS



## BOARD MEMBERS



**PRESIDENT**

*David Ellis*  
Glendale Dodge  
Chrysler Jeep



**VICE  
PRESIDENT**

*Howard Tenebaum*  
Keyes Automotive Group



**SECRETARY/  
TREASURER**

*Jeanne Brewer*  
Acura of Glendale

## DIRECTORS



**DIRECTOR**

*Ian Thomas*  
Thomas Acura



**DIRECTOR**

*Darryl Holter*  
Felix Chevrolet



**DIRECTOR**

*Peter Smith*  
Bob Smith Toyota Scion



**DIRECTOR**

*Tim Smith*  
Bob Smith BMW/MINI



**DIRECTOR**

*Brad Mugg*  
Honda of Downtown Los Angeles



**DIRECTOR**

*Matt Browning*  
Browning Automotive Group



**DIRECTOR**

*Robb Hernandez*  
Camino Real Chevrolet



**DIRECTOR**

*Evan Ellis*  
Fiat and Alfa Romeo of  
Glendale

# EVENT PHOTOS



GLANCD A awarded a grant to Pierce College in support of the school's automotive service technology program. Pictured in the middle is GLANCD A Executive Director Bob Smith.



Hundreds of GLANCD A member dealers and automotive technology students attended the 2022 GLANCD A Annual Meeting at the Hilton Universal City.



Jesuit Charities and the Dolores Mission Church Received a donation from GLANCD A. GLANCD A Director Peter Smith (left) presented the check.



Students from Van Nuys High School attending the 2022 GLANCD A Annual Member Meeting.



Students from Pierce College's automotive technology program attending the 2022 GLANCD A Annual Member Meeting



GLANCD A hosted hundreds of aspiring automotive technology workers from local community colleges and high schools, at the 2022 LA Auto Show introducing them to active industry members seeking to expand their workforce



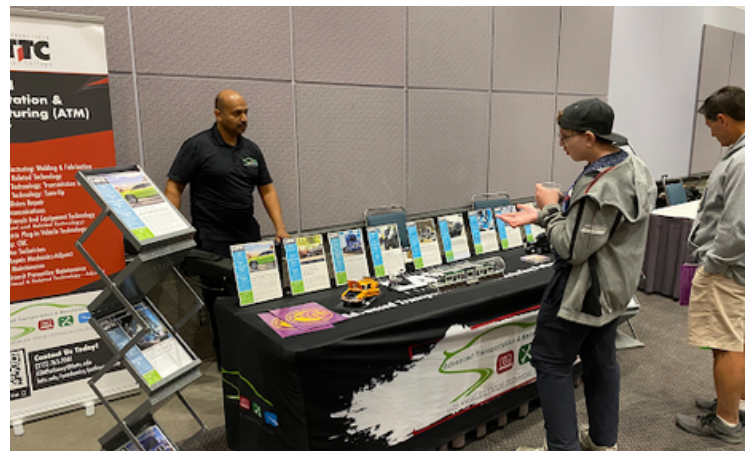
# EVENT PHOTOS



At the 2022 LA Auto Show, GLANCD A gave three grants to Los Angeles Trade Technical College, Pasadena College, and Rio Hondo College. Pictured is Executive Director Bob Smith (left) presenting a check to Los Angeles Trade Technical College.



2022 GLANCD A Annual Member Meeting keynote speaker Peggy Grande reading an excerpt from her book *The President Will See You Now: My Stories and Lessons from Ronald Reagan's Final Years* to attendees.



As of November 2022, there are over 1,500 open technician positions across Southern California while dealerships are selling and servicing more vehicles in Southern California alone than most states. GLANCD A is working to ensure this demand is met.



GLANCD A hosted hundreds of kids from Big Brothers Big Sisters of Greater Los Angeles and Boys & Girls Clubs located throughout greater Los Angeles at the 2022 LA Auto Show to teach them about the automotive industry and potential career paths.



For the last 15 years, GLANCD A has been a committed supporter of the Galpin Motors Golf Classic benefiting The Heart Foundation, donating \$260,000 to-date to fight heart disease. Pictured from left to right are GLANCD A representatives David, Evan, and Jackson Ellis.

# ECONOMIC IMPACT DATA FOR LOS ANGELES AREA NEW CAR DEALERSHIP INDUSTRY: 2022

99%

of new car dealers in the Los Angeles Region provide health insurance to their employees.

Total Dealership Sales  
(Parts, Service, Sales):

**\$37.95 billion**



Annual Payroll:

**\$3.27 billion**



Full Time Employees:

**31,920**



New Vehicles Sold:

**429,520**

Charitable Contributions:

**\$16.94 million**

Amount of State Sales Tax Generated:

**\$2.20 billion**

Compared to 2021, the cumulative employee payroll for Los Angeles region new car dealers increased by

**22%**



# ECONOMIC IMPACT DATA FOR LOS ANGELES AREA PER NEW CAR DEALERSHIP: 2022

Compared to 2021, each new car dealer increased their personal and dealership contributions to charitable and civic organizations in 2022 by

**10%**

Average Payroll:

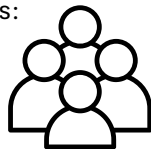
**\$11.67 million**

Average Dealership Sales  
(Parts, Service, Sales):

**\$135.55 million**

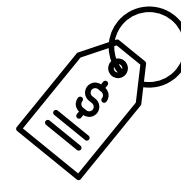
Average Full Time Employees:

**144**



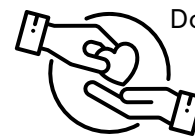
Average Number of New  
Vehicles Sold:

**1,534**



Average Price Per  
New Vehicles Sold:

**\$52,550**



Average Amount of Charitable  
Dollars Spent by Dealerships:

**\$60,515**

Average Amount of State Sales Tax Generated:

**\$8.16 million**

On average, each new car dealer spent

**\$3.71 million**

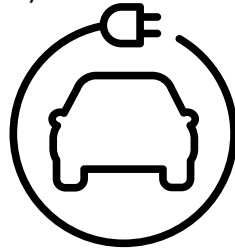
on products and services from other California businesses in 2022 – creating an even larger indirect boost to the LA economy.

# ELECTRONIC VEHICLE (EV) SALES DATA FOR LOS ANGELES AREA

## NEW CAR DEALERSHIP INDUSTRY: 2022

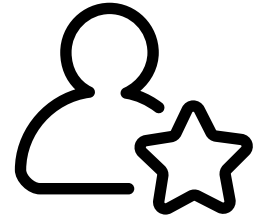
Total Light Duty Zero Emission Vehicle (ZEV)  
Sales in 2022 in LA County:\*

**96,090**



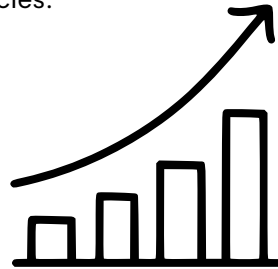
Percent of Sales Staff Classified as  
EV Experts:

**49%**



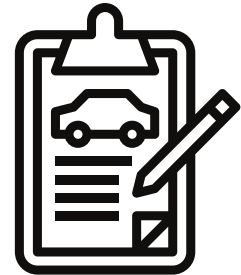
Percent of of ZEV Sales Shares for All  
Light Duty Vehicles:\*

**19%**



Percent of Dealership Technicians  
Certified for EV Servicing:

**37%**



*\*Data provided by the California Energy Commission*

Planned Total Dealership Spending on EV  
Infrastructure in 2023:

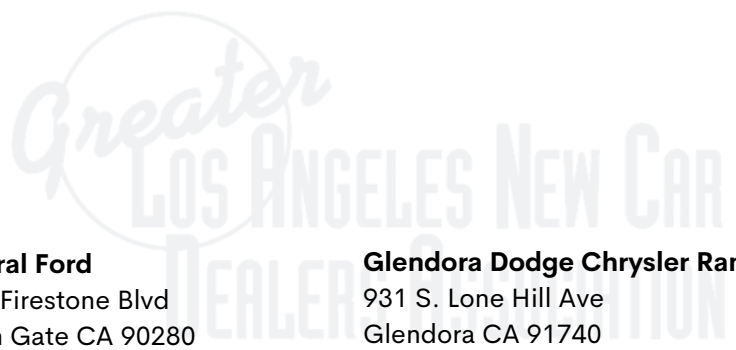
**\$73,920,000**

Planned Per Dealer Spending  
on EV Infrastructure in 2023:

**\$264,000**



# DEALER MEMBERS

**Acura of Glendale**

505 S Brand Blvd  
Glendale CA 91204

**Advantage Ford Lincoln**

1031 Central Ave  
Duarte CA 91010

**Airport Marina Ford**

5880 W Centinela Ave  
Los Angeles CA 90045

**Alfa Romeo and Fiat of Glendale**

600 S Brand Blvd  
Glendale CA 91204

**Allen Gwynn Chevrolet**

1400 South Brand Blvd  
Glendale CA 91205

**Antelope Valley Nissan Inc**

451 Auto Center Drive  
Palmdale CA 93551

**Autoland LLC**

9121 Oakdale Ave, Ste 100  
Chatsworth CA 91311

**Bob Smith BMW-Mini**

24500 Calabasas Road  
Calabasas CA 91302

**Bob Smith Toyota**

3333 Foothill Blvd  
La Crescenta CA 91214

**Bob Wondries Ford**

400 S. Atlantic Blvd  
Alhambra CA 91801

**Browning Mazda**

PO box 0367  
18827 Studebaker Rd  
Cerritos CA 90703

**CalStar Motors**

700 S Brand Blvd  
Glendale CA 91204

**Camino Real Chevrolet**

2401 S. Atlantic Blvd  
Monterey Park CA 91754

**Central Ford**

5645 Firestone Blvd  
South Gate CA 90280

**Century West BMW**

4245 Lankershim Blvd  
North Hollywood CA 91602

**Cerritos Acura**

18827 Studebaker Road  
Cerritos CA 90703

**Community Chevrolet Company**

200 W Olive Ave  
Burbank CA 91502

**Covina Hills Chevrolet**

635 S Citrus Ave  
Covina CA 91723

**Covina Volkswagen**

528 S. Citrus Ave  
Covina CA 91723

**Crestview Cadillac**

PO Box 730  
West Covina CA 91793

**Culver City Toyota**

9077 Washington Blvd  
Culver City CA 91761

**Davis Wilsons South Bay Toyota**

18416 South Western Ave  
Gardena CA 90248

**Downey Nissan**

7321 Firestone Blvd  
Downey CA 90241

**Ferrari Beverly Hills**

9372 Wilshire Blvd  
Beverly Hills CA 90212

**George Chevrolet**

1700 Lakewood Blvd  
Bellflower CA 90703

**Glendale Hyundai**

411 S. Brand Blvd  
Glendale CA 91020

**Glendora Dodge Chrysler Ram**

931 S. Lone Hill Ave  
Glendora CA 91740

**Glenn E Thomas DCJR**

2100 E Spring Street  
Signal Hill CA 90755

**Harbor Chevrolet Hyundai**

3770 Cherry Ave  
Long Beach CA 90807

**Honda of Downtown Los Angeles**

708 W Martin Luther King Jr. Blvd  
Los Angeles CA 90037

**Honda of Pasadena**

1965 E Foothill Blvd  
Pasadena CA 91107

**Infiniti of South Bay**

2900 Pacific Coast Highway  
Torrance CA 90505

**Infiniti of Van Nuys**

5455 Van Nuys Blvd  
Sherman Oaks CA 91401

**John Elway's Crown Toyota**

1201 Kettering Dr  
Ontario CA 91761

**Longo Lexus**

3500 Peck Rd  
El Monte CA 91731

**Longo Toyota**

3534 N Peck Rd  
El Monte CA 91731

**Manhattan Beach Toyota**

1500 N Sepulveda Blvd  
Manhattan Beach CA 90266

**Marina Del Rey Toyota**

4636 Lincoln Blvd  
Marina Del Rey CA 90292

**Martin Chevrolet**

23505 Hawthorne Blvd  
Torrance CA 90505





# DEALER MEMBERS

**Maserati of Santa Monica**

1820 Santa Monica Blvd  
Santa Monica CA 90404

**Moxie HCH Motors**

3770 Cherry Ave  
Long Beach CA 90807

**New Century BMW**

1139 W Main St  
Alhambra CA 91801

**Nick Alexander Imports**

6333 S Alameda Street  
Los Angeles CA 90001

**Nissan of Van Nuys**

5425 Van Nuys Blvd  
Sherman Oaks CA 91016

**Penske Chevrolet of****Cerritos**

18605 Studbaker Rd  
Cerritos CA 90703

**Puente Hills Ford**

17340 E Gale Ave  
City of Industry CA 91748

**Puente Hills Mitsubishi**

17665 Castleton St  
City of Industry CA 91748

**Puente Hills Subaru**

17801 E Gale Ave  
City of Industry CA 91748

**Puente Hills Volkswagen**

17110 Gale Ave  
City of Industry CA 91745

**Rally Kia**

39012 Carriage Way  
Palmdale CA 93551

**Reynolds Buick GMC****ISUZU**

345 N Citrus Ave  
West Covina CA 91791

**Russell Westbrook CDJR**

6110 Van Nuys Blvd  
Van Nuys CA 91401

**Rydell Chrysler Dodge****Jeep Ram**

700 San Fernando Road  
San Fernando CA 91340

**Scott Robinson**

20900 Hawthorne Blvd  
Torrance CA 90503

**Sierra Honda of Monrovia**

1450 S Shamrock Ave  
Monrovia CA 91016

**South Bay Ford**

5100 W Rosecrans Ave  
Hawthorne CA 90250

**Star Ford Lincoln**

1101 S Brand Blvd  
Glendale CA 91204

**Star Mazda**

1401 S Brand Blvd  
Glendale CA 91204

**Sunrise Ford of North****Hollywood**

5500 Lankershim Blvd  
North Hollywood CA 91601

**Thomas Acura**

580 S Citrus Ave  
Covina CA 91723

**Thorson Motor Center**

3456 E Colorado Blvd  
Pasadena CA 91107

**Timmons VW Subaru**

3700 Cherry Ave  
Long Beach CA 90807

**Toyota Glendale**

1260 S Brand Blvd  
Glendale CA 91204

**Toyota Pasadena**

3600 E Foothill Blvd  
Pasadena CA 91107

**Valencia Acura**

23955 Creekside Rd  
Valencia CA 91355

**Volkswagen of Downtown LA**

1900 S Figueroa St  
Los Angeles CA 90007

**Volkswagen Pasadena**

130 N Sierra Madre Blvd  
Pasadena CA 91107

**Win Hyundai Carson**

2201 E 223 St  
Carson CA 90810

**Wondries Toyota**

1439 W Main Street  
Alhambra CA 91801

**Worthington Ford**

2950 N Bellflower Blvd  
Lakewood CA 90815