

East Side 44 vs West Side 3

► Why aren't there any new car dealerships in West Jordan?

Even though the population center of the Salt Lake Valley is estimated to be west of Redwood Road, there are only three new car dealerships west of it. And there are NONE south of 3600 South, which excludes some of the fastest growing communities in the state like West Jordan.

It's not because there isn't room for new car dealers. And it's not because there isn't enough population to justify a dealer. There are over a half million people in southwest Salt Lake County, which includes West Valley, West Jordan, Taylorsville, Kearns, Magna, Copperton, South Jordan, Riverton, Herriman and Bluffdale.

State Law serves as a road block to west-side new car dealerships

It's because of a little known state law – ***the New Automobile Dealership Act of 1991*** – which establishes a trade area of 15 miles between a new car dealership and any other dealership of the same brand. (§13-14-102)

Prospective dealerships are also required to submit their business plans to a board comprised of competing car deal-

erships for review before being allowed to open a new car dealership. (§13-14-302)

Despite being home to about half of the County's population, the southwestern part of Salt Lake County is home to only 3 of the 47 new car dealers in the County. Approval to open a new car dealership in Utah is granted by the Director of the Utah Department of Commerce, an unelected state official appointed by the Governor. (§13-14-104)

In Utah, there are 145 new car dealers, which is the equivalent of 20,006 people per dealer. At this rate, West Jordan should be home to 5 new car dealerships.

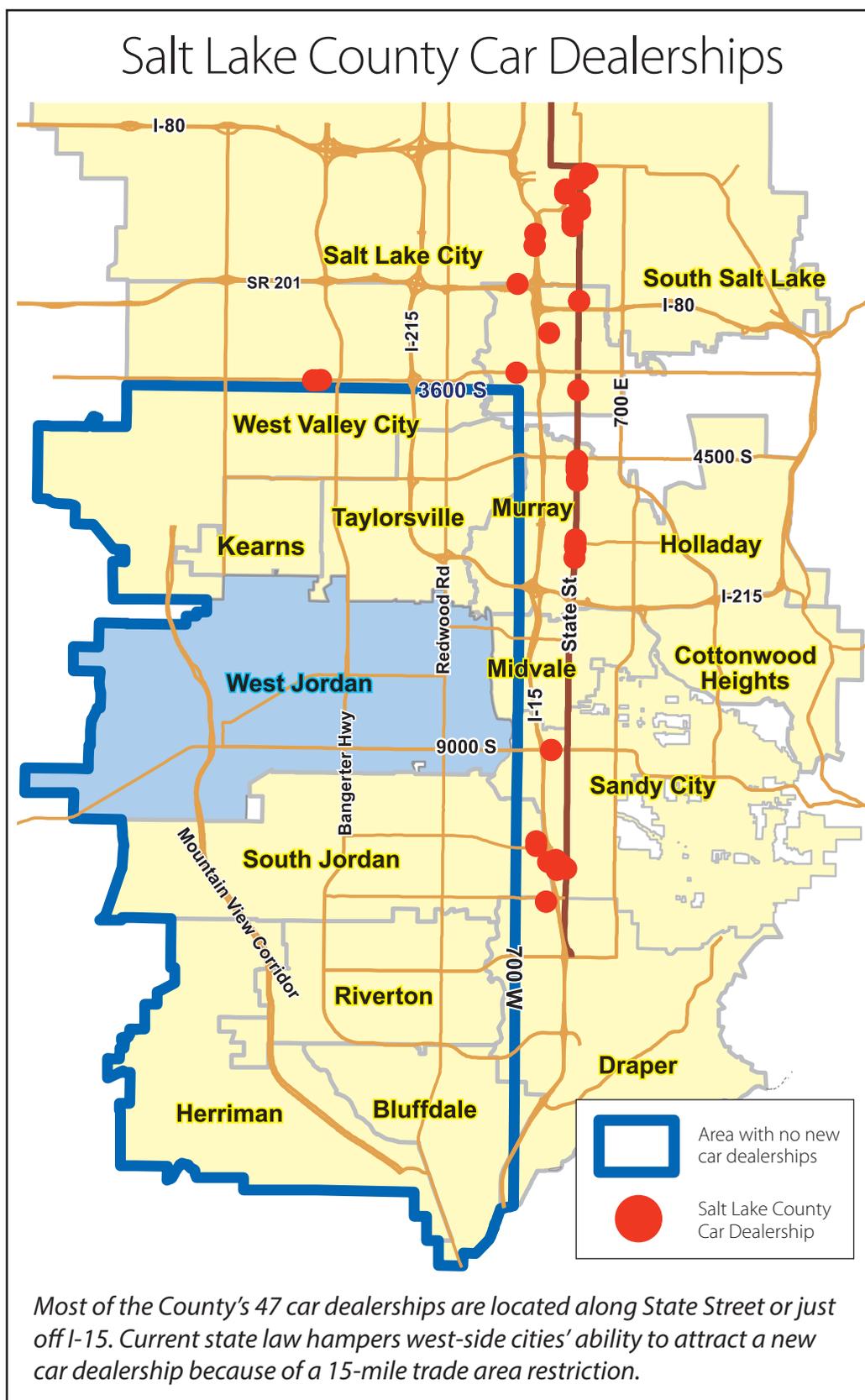
West Jordan is frozen out of the new car market

A recent study found that current auto-related business in the city only meets 13% of the projected total demand, which amounts to \$138,016,456 per year that is not spent at West Jordan businesses. **This represents an annual loss of \$690,082 in sales tax dollars to the city budget as well as thousands of dollars of property tax revenue.** Sales tax dollars help fund police, fire, roads, parks and many more public services.

► What can you do?

Get involved and spread the word

Call or email the Governor, Lieutenant Governor or your state legislators <http://le.Utah.gov>. Ask them to support HB290 with changes to reduce the radius to 5 miles – without requiring approval from anyone!



Even the score ...
allow new car
dealerships in our city.

Learn more at www.UtahFairTrade.com

