



ECONOMIC IMPACT STUDY 2025

Economic Impact of New Vehicle Retailers on the New Jersey Economy

*Study sponsored by
New Jersey Coalition of Automotive Retailers*

*Confidential 2025 Report
Compiled from 2024 Data*

2025

INTRODUCTION

This report provides a summary of the significant impact that new franchised automobile dealers have on the New Jersey economy. As clearly illustrated, the automotive retailing industry is critically important to the health of the State's economy.

The report includes estimates of direct and indirect employment, personal income, and tax collections during 2024. The indirect impact accounts for the residual contribution resulting from dealership operations (*frequently referred to as the "multiplier effect"*). This report was prepared by Auto Outlook, Inc., an independent automotive market analysis firm, and is sponsored by the New Jersey Coalition of Automotive Retailers.

DEALERSHIP FINANCIAL SUMMARY – 2024

Average dealership sales (\$)	\$86,900,000
Average dealership contributions to charitable causes	\$49,600
Average dealership advertising expenses	\$79,300
Number of vehicles serviced by the average dealership	21,300
Average dealership retail new vehicle sales	990 units
Average dealership retail used vehicle sales	690 units

NEW JERSEY FRANCHISED NEW VEHICLE DEALERS ARE VITAL CONTRIBUTORS TO THE STATE'S ECONOMY – 2024

Total jobs in New Jersey attributable to franchised new vehicle dealerships	74,552
Average number of jobs per new vehicle dealership	74
Total earnings for New Jersey residents attributable to dealership operations	\$5.05 billion
Average dealership payroll expense (including fringe benefits)	\$7.01 million
Total state and local taxes collected or paid	\$2.2 billion
Total dealership sales (\$)	\$45.4 billion
Total dealership contributions to charitable causes	\$25.9 million

PRESIDENT'S MESSAGE



NJ CAR's Economic Impact Study based on 2024 data from New Jersey's franchised neighborhood new car and truck dealers continues to demonstrate their resilience in a challenging market. The auto market improved in recent years from the supply chain issues of 2022 that impacted vehicle production and inventory; grew vehicle registrations in 2023; and recovered vehicle inventories in 2024.

This study highlights the positive economic benefits that New Jersey's franchised new car and truck dealerships bring to the State; hundreds of cities and towns they call home; and thousands of beneficiaries of good paying jobs they support to the charitable programs they drive.

In 2024, New Jersey's franchised new car and truck dealerships directly employed more than 38,620 people and supported nearly 36,000 additional jobs. With 520+ new car and truck dealerships in the State, franchised dealers provide an average of 74 jobs per dealership and employment in automotive retail has increased by more than 5,000 jobs since 2020.

Additionally, in 2024, the auto retail industry has generated more than \$45.4 billion in revenue in the Garden State, up from \$43 billion in 2023. Collectively, the industry also injected nearly \$2.2 billion in total state and local taxes while contributing another \$25.9 million to support local charitable causes.

As evidence that New Jersey's franchised new car and truck dealers are "all in on EVs", selling what consumers want to buy, New Jersey's franchised dealers' share of the State's battery electric vehicle (BEV) market has grown to 48.5% by the first quarter of 2025, up from the 9.1% share of BEVs in 2018.

Battery electric vehicles accounted for 11.9% of the industry's new vehicle registrations in the first quarter of 2025 for New Jersey; up slightly from the entirety of 2024. New Jersey's BEV market share has grown steadily since 2018, and though growth has slowed in 2024 through the first quarter of 2025, the data demonstrates the positive growth New Jersey has experienced in today's EV market.

Dealerships are making large scale investments to prepare for the sale and service of electric vehicles. In fact, the number of electric vehicle chargers installed at new vehicle dealerships by the end of 2025 is estimated to average 6 chargers per new car and truck dealership. Dealership investments to prepare for the sale and service of electric vehicles during 2024 through the first quarter of 2025 are estimated to average \$173,000 per rooftop. Total dealership investments to sell and service electric vehicles moving forward are estimated to be more than \$90.3 million.

LAURA PERROTTA, PRESIDENT

New Jersey Coalition of Automotive Retailers

EMPLOYMENT

TOTAL EMPLOYMENT AT NEW CAR DEALERSHIPS – 2024

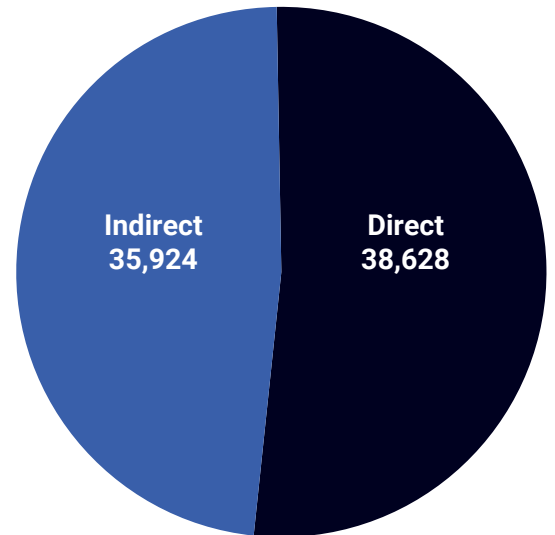
38,628

In 2024, New Jersey's new vehicle dealerships directly employed 38,628 individuals. Nearly 36,000 individuals were employed due to the indirect impact of dealership operations.

Automobile dealership operations accounted for 17.3% of total retail employment in the State. *(This included both direct and indirect employment).*

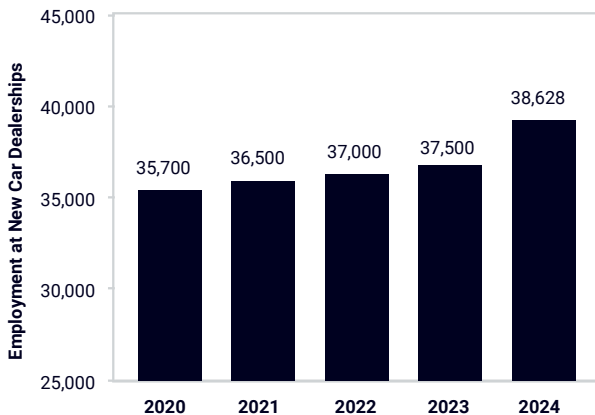
Employment in the industry increased slightly last year compared to 2023.

EMPLOYMENT TOTAL FOR NEW VEHICLE RETAILING INDUSTRY – 2024
(Direct: At dealerships; Indirect: Elsewhere in the economy)

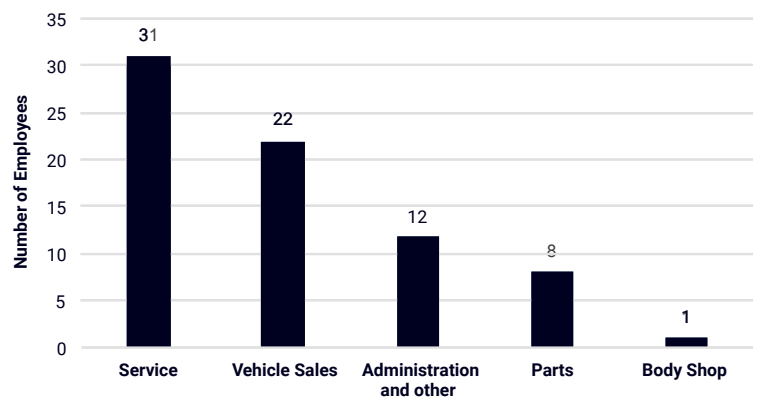


Dealership Contribution to Statewide Retail Employment (2020–2024)						
	2020	2021	2022	2023	2024	% change '23 to '24
Total Employment Resulting from Auto Dealerships	69,258	70,445	71,780	72,750	74,552	2.5%
Total Retail Employment in the State	406,600	429,000	436,000	433,700	431,200	-0.6%
DEALERSHIP % of RETAIL STATEWIDE TOTAL	17.0%	16.4%	16.5%	16.8%	17.3%	

DIRECT EMPLOYMENT AT NEW JERSEY FRANCHISED NEW VEHICLE DEALERSHIPS (2020–2024)



AVERAGE NUMBER OF DEALERSHIP EMPLOYEES BY DEPARTMENT (2024)



CHARACTERISTICS OF AUTO DEALERSHIP WORK FORCE

Male: 76%
Male Supervisory: 9.5

Female: 25%
Female Supervisory: 4.5

Minority: 28%
Minority Supervisory: 2.5

PAYROLL

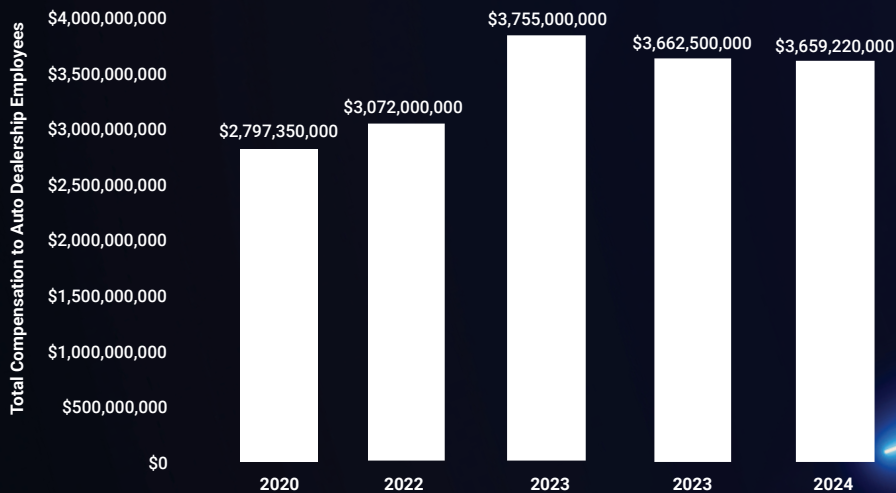
EMPLOYEE COMPENSATION DUE TO NEW VEHICLE RETAILING INDUSTRY – 2024 \$3.66 BILLION

In 2024, the average New Jersey dealership paid more than \$7.01 million to its employees (including fringe benefits). Including both direct and indirect sources, the new vehicle retailing industry resulted in **more than \$5 billion** of total compensation to New Jersey residents!

Dealership compensation declined slightly from 2023 to 2024, but increased by more than 30% from 2020 levels.

New car dealerships continue to provide high-paying jobs to New Jersey residents. The average salary per employee approached \$95,000 in 2024.

NEW FRANCHISED DEALERSHIP COMPENSATION TO EMPLOYEES (2020–2024)



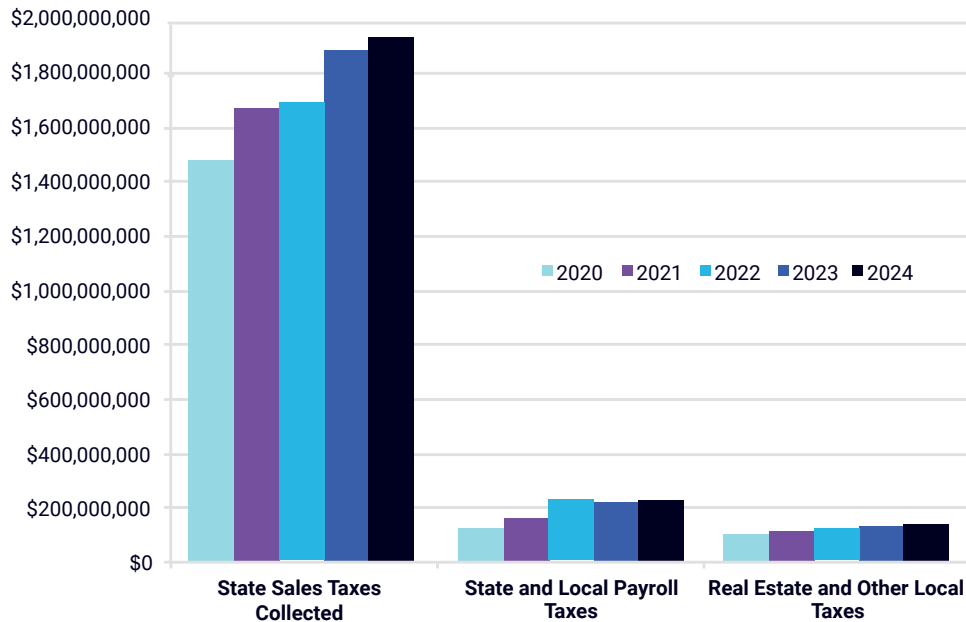
Employee Compensation (2020–2024)						
	2020	2021	2022	2023	2024	% change '23 to '24
Total Payroll (Including Fringe Benefits) for AVERAGE Dealership in New Jersey	\$5,485,000	\$6,144,000	\$7,510,000	\$7,325,000	\$7,010,000	- 4.3%
<i>Times</i>						
Total Number of Franchised New Vehicle Dealerships in New Jersey	510	500	500	500	522	4.4%
<i>Equals</i>						
TOTAL EMPLOYEE COMPENSATION AT DEALERSHIPS	\$2,797,350,000	\$3,072,000,000	\$3,755,000,000	\$3,662,500,000	\$3,659,220,000	- 0.1%
<i>Plus</i>						
Additional Indirect Employee Compensation Resulting from Dealership Operations	\$1,040,614,200	\$1,148,928,000	\$1,411,880,000	\$1,384,425,000	\$1,390,503,600	0.4%
<i>Equals</i>						
TOTAL EMPLOYEE COMPENSATION TO NEW JERSEY RESIDENTS DUE TO FRANCHISED DEALERSHIP INDUSTRY	\$3,837,964,200	\$4,220,928,000	\$5,166,880,000	\$5,046,925,000	\$5,049,723,600	0.1%

TAXES

TOTAL STATE AND LOCAL TAXES COLLECTED OR PAID BY NEW CAR DEALERSHIPS – 2024 \$2.2 BILLION

In 2024, new franchised automobile dealerships in New Jersey collected or paid more than \$2.2 billion in state and local taxes – an average of \$4.3 million per dealership. Estimated federal taxes for the industry was \$1.06 billion.

STATE AND LOCAL TAXES COLLECTED AND/OR PAID BY FRANCHISED NEW VEHICLE DEALERSHIPS (2020–2024)



State and Local Taxes Collected and/or Paid by Dealerships (2020–2024)						
	2020	2021	2022	2023	2024	% change '23 to '24
State Sales Tax	\$1,473,900,000	\$1,695,000,000	\$1,700,000,000	\$1,795,000,000	\$1,876,590,000	4.5%
State and Local Payroll Taxes	\$155,550,000	\$169,000,000	\$207,500,000	\$202,500,000	\$202,536,000	0.0%
Real Estate and Other Local Taxes	\$101,490,000	\$103,500,000	\$105,000,000	\$109,500,000	\$114,840,000	4.9%
TOTAL DEALERSHIP STATE AND LOCAL TAX REVENUE	\$1,730,940,000	\$1,967,500,000	\$2,012,500,000	\$2,107,000,000	\$2,193,966,000	4.1%

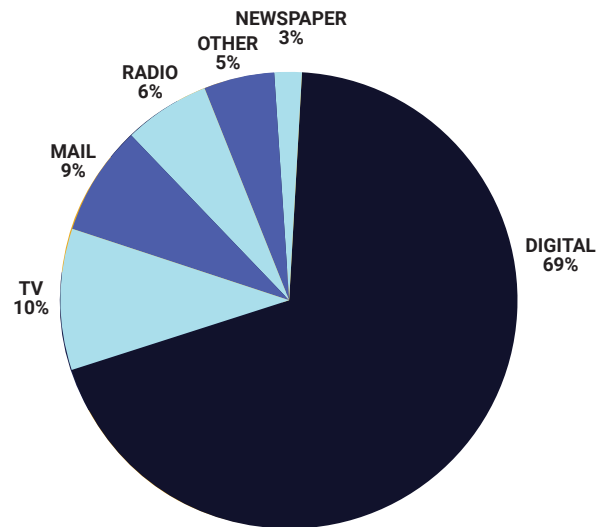
Federal Tax Summary for All Dealerships (2020–2024)						
	2020	2021	2022	2023	2024	% change '23 to '24
Federal Payroll Taxes	\$767,550,000	\$827,500,000	\$1,035,000,000	\$1,005,000,000	\$997,020,000	- 0.8%
Federal Business Income Taxes	\$58,650,000	\$60,000,000	\$65,000,000	\$63,500,000	\$64,206,000	1.1%
TOTAL	\$826,200,000	\$887,500,000	\$1,100,000,000	\$1,068,500,000	\$1,061,226,000	- 0.7%

DEALERSHIP ADVERTISING AND MARKET SUMMARY

TOTAL DEALERSHIP ADVERTISING EXPENSES – 2024 \$414 MILLION

Average dealership advertising expenses in 2024 were \$793,000. Total for the industry exceeded \$414 million. The majority of expenditures were devoted toward digital media.

PERCENTAGE OF FRANCHISED NEW VEHICLE DEALERSHIP ADVERTISING EXPENSE BY MEDIA (2024)

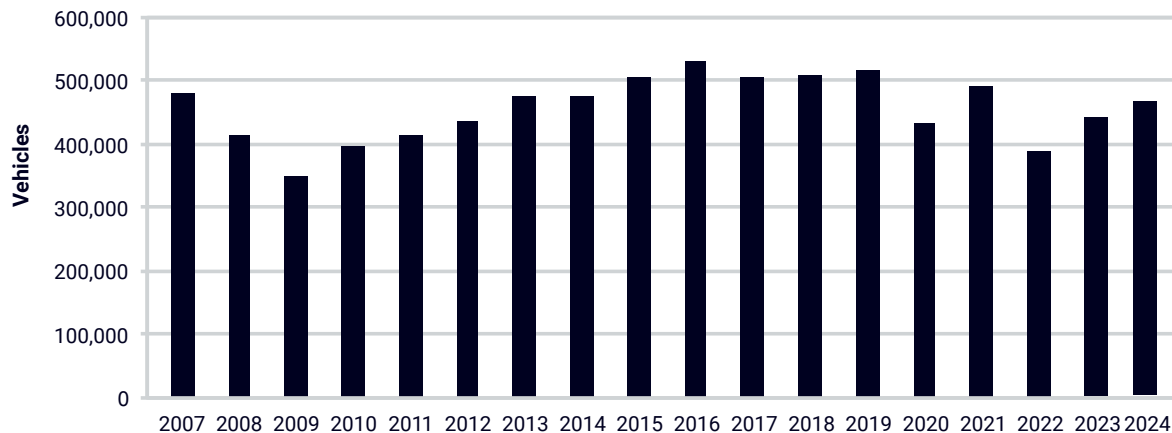


NEW VEHICLE MARKET TOTAL VEHICLE REGISTRATIONS – 2024 463,878

As shown on the graph, combined new retail car and light truck registrations in the State declined sharply in 2020 due to the pandemic, improved in 2021, and then fell 20.8% in 2022 as supply chain issues impacted vehicle production. Registrations improved in 2023 and 2024 as vehicle inventories recovered.

Data Sourced from Experian Automotive

NEW RETAIL CAR AND LIGHT TRUCK REGISTRATIONS IN NEW JERSEY (2007–2024)



DEALERSHIP SALES

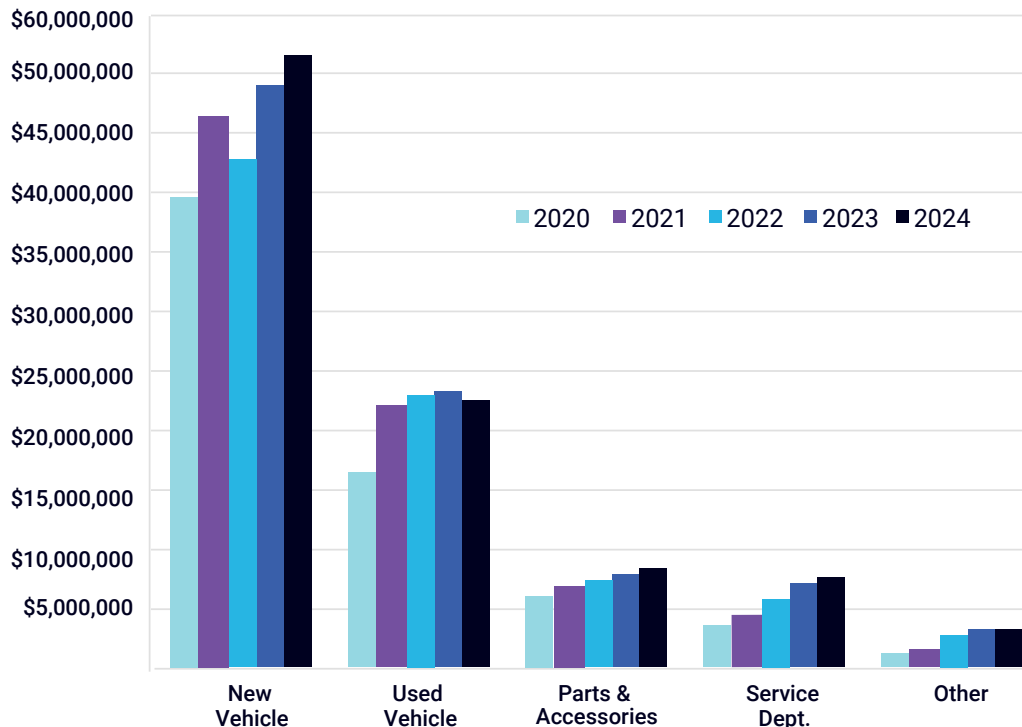
TOTAL SALES (\$) BY NEW CAR DEALERSHIPS – 2024 \$45.4 BILLION

Total sales for franchised new vehicle dealerships in New Jersey during 2023 approached \$43 billion. Average dealership sales were \$85.7 million, with the majority resulting from new vehicle sales.

Total dealership sales increased 6.9% as easing of the global micro chip shortage led to increased vehicle production.

Dealership Sales Summary (2020–2024)						
	2020	2021	2022	2023	2024	% change '23 to '24
Average Dealership Sales	\$67,900,000	\$81,600,000	\$80,200,000	\$85,700,000	\$86,900,000	1.4%
TOTAL AUTOMOTIVE RETAILING SALES IN NEW JERSEY	\$34,629,000,000	\$40,800,000,000	\$40,100,000,000	\$42,850,000,000	\$45,361,800,000	5.9%

AVERAGE FRANCHISED NEW VEHICLE DEALERSHIP SALES BY DEPARTMENT [\$] (2020–2024)



ELECTRIC VEHICLES

NEW JERSEY'S FRANCHISED NEW VEHICLE DEALERSHIPS: SUPPORTING THE LONG-TERM MOVEMENT TO EVS

The battery electric vehicle (BEV) market share in New Jersey grew steadily between 2018 and 2023. Growth slowed considerably in 2024 and the First Quarter of 2025.

Total dealership sales increased to 6.9% in 2022, as easing of the global micro chip shortage led to increased vehicle production.

Franchised Dealership
Share of State BEV
Market in 2018:

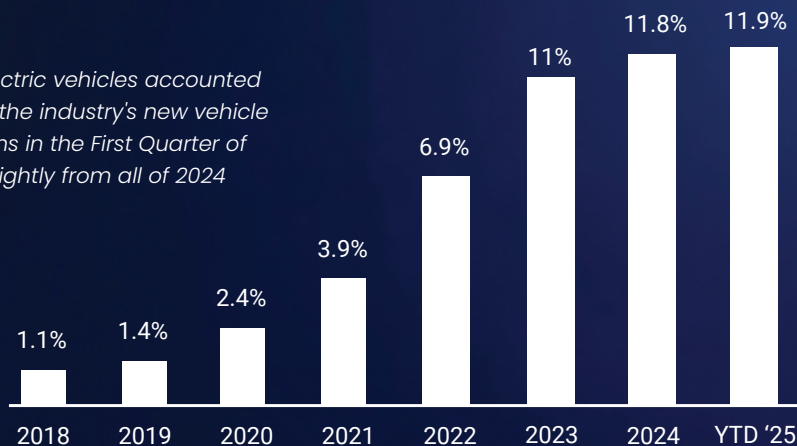
9.1%

Franchised Dealership
Share of State BEV
Market in the First
Quarter of 2025:

48.5%

BEV SHARE OF NEW JERSEY NEW RETAIL LIGHT VEHICLE MARKET

Battery electric vehicles accounted for 11.9% of the industry's new vehicle registrations in the First Quarter of 2025, up slightly from all of 2024



Data Sourced from Experian Automotive



DEALERSHIPS ARE MAKING LARGE SCALE INVESTMENTS TO PREPARE FOR THE SALE AND SERVICE OF ELECTRIC VEHICLES:

Average estimated number of electric vehicle chargers installed at new vehicle dealerships by the end of 2025:

6

Total estimated dealership expenses during 2024 and 2025 to prepare for the sale and service of electric vehicles:

\$90,306,000

Average estimated dealership expenses during 2024 and 2025 to prepare for the sale and service of electric vehicles:

\$173,000

NJ CAR MEMBER LIST

DISTRICT 1

Avalon Honda
Burke Motors, Inc.
Gentilini Chevrolet
Gentilini Ford, Inc.
Kindle Ford Lincoln
Lilliston Chrysler Dodge Jeep
Lilliston Ford, Inc.
RK Chevrolet Subaru Kia
Scott Honda of Vineland
Team Nissan
Toyota of Vineland
Vineland Dodge Chrysler
Jeep Ram

DISTRICT 2

Atlantic Chrysler Jeep
Volkswagen
Atlantic City Mitsubishi
Bennett Chevrolet
BMW of Atlantic City
Boardwalk Honda
Chapman Ford Lincoln Mazda
Ciocca Chevrolet Buick GMC
Ciocca Subaru of Pleasantville
Key Acura of Atlantic City
Lexus of Atlantic City
Matt Blatt Kia - Egg Harbor Twp.
Matt Blatt Nissan
Mercedes-Benz of Atlantic City
Shore Toyota
Sport Hyundai

DISTRICT 3

Bentley Truck Services
Logan Twp.
Bridgeton Auto Mall
Freightliner of Bridgeport
Liberty Kenworth of South
Jersey
Matt Blatt Glassboro Imports
Mitsubishi
Pellegriano Chrysler Jeep
Pointe GMC
Spirit Chrysler Dodge Jeep
Volkswagen of Salem County

DISTRICT 4

Acura Turnersville
Audi Turnersville
BMW of Turnersville
Holman Ford Lincoln
Turnersville
Honda of Turnersville
Nissan of Turnersville
Pellegriano Buick GMC
Prestige Volkswagen Subaru
Toyota of Turnersville
Turnersville Auto Mall
Turnersville Chrysler Jeep
Turnersville Kia
Turnersville Mazda

DISTRICT 5

Ace Ford
Barlow Buick GMC-Woodbury
Mount Ephraim Chrysler
Dodge Ram
Pellegriano Chevrolet
Performance Dodge Ram of
Woodbury
Toyota of Runnemedede
Woodbury Nissan, Inc.

DISTRICT 6

Alfa Romeo & Fiat of Maple
Shade
Bergey's Truck Center-
Pennsauken
Cherry Hill Dodge Chrysler
Jeep Ram
Cherry Hill Imports
Cherry Hill Kia
Cherry Hill Mitsubishi
Cherry Hill Nissan

Cherry Hill Volvo Cars
Echelon Ford, Inc.
Elite Acura
Genesis of Cherry Hill
Hessert Chevrolet of Cherry Hill
Holman Ford - Maple Shade
Holman Infiniti
Land Rover Cherry Hill
Maple Shade Mazda
Mercedes-Benz of Cherry Hill
Mercedes-Benz Van Center -
Maple Shade
Subaru of Cherry Hill
Winner Ford

DISTRICT 7

Barlow Chevrolet
BMW of Mount Laurel
Burlington Chevrolet
Burlington Chrysler Dodge
Jeep Ram
Burlington Hyundai
Burlington Kia
Burlington Volkswagen
Davis Honda
F.C. Kerbeck & Sons
Holman Cadillac
Holman Lincoln Mt. Laurel
Holman Toyota
Johnson Ford
Lexus of Cherry Hill
Liberty Toyota
Mini of Mount Laurel

DISTRICT 8

Burns Buick GMC Hyundai
Burns Honda
Elkins Chevrolet
Lucas Chevrolet
Lucas Chrysler Jeep Dodge
Medford Ford
Miller Ford Lincoln Subaru
Mount Holly Nissan

DISTRICT 9

Barlow Buick GMC -
Manahawkin
Causeway Ford Lincoln
Causeway Honda
Causeway Nissan
Manahawkin Chrysler Dodge
Jeep
Manahawkin Kia

DISTRICT 10

Celebrity Ford of Toms River
Gateway Toyota
Honda of Toms River
Lester Glenn Auto Group, Inc.
Lester Glenn Chevrolet
Lester Glenn Chrysler Jeep
Dodge Ram
Lester Glenn Hyundai
Lester Glenn Mazda
Lester Glenn Subaru
Matt Blatt Kia Toms River
Pine Belt Nissan of Toms River
Toms River Mitsubishi Motors
Toms River Volkswagen

DISTRICT 11

Acura of Ocean
Audi Eatontown
Audi Freehold
Causeway Hyundai
Circle BMW
Circle Chevrolet Company
Circle Chrysler Dodge Jeep
Ram
Circle Infiniti
Circle Subaru
Coast Cities Truck Sales, Inc.
DCH BMW of Freehold
DCH Ford of Eatontown
DCH Freehold Toyota

DCH Kay Honda
Freehold Buick GMC
Freehold Dodge, Inc.
Freehold Ford
Freehold Hyundai
Freehold Ineos Grenadier
Freehold Mitsubishi
Freehold Subaru
Galaxy Toyota
George Wall Ford
Gold Coast Cadillac
Honda of Freehold
Irwin Lincoln Mazda
Jaguar Land Rover Monmouth
Lester Glenn Ford
Maserati & Alfa Romeo
of Monmouth
Maurice Schwartz & Sons, Inc.
Nissan City of Red Bank
Pine Belt Nissan of Keyport
Porsche Monmouth
Raceway Kia of Freehold
Raceway Nissan of Freehold
Ray Catena Lexus of Freehold
Ray Catena Lexus of Monmouth
Ray Catena Mercedes-Benz
Freehold
Red Bank Volvo, Inc.
Sansone Jr's 66 Auto Mall
Sea Coast Chevrolet
Sea View Auto Corp.
Shrewsbury Motors
World Volkswagen

DISTRICT 12

All American Ford Subaru of
Old Bridge
DCH Academy Honda
Hunter Jersey Peterbilt -
Clarksburg
Quality Chevrolet

DISTRICT 13

All American Chevrolet, Inc.
Buhler Chrysler Jeep Dodge
Ram
Mercedes-Benz of Little Silver
Ray Catena Motors of
Marlboro, LLC
Tom's Ford

DISTRICT 14

Bergey's Truck Center-Hamilton
Haldeman Ford of Hightstown
Haldeman Subaru
Hamilton Honda
Hamilton Mazda Volkswagen
Princeton BMW
Route 130 Chrysler Dodge
Jeep Ram
Route 33 Nissan
Sansone Jr's Windsor Nissan
T&T Coast GMC

DISTRICT 15

Ciocca Chevrolet of Princeton
Ciocca Ford Lincoln of
Lawrenceville
Ciocca Kia
Ciocca Subaru
Coleman Buick GMC Cadillac
Haldeman Ford
Haldeman Lexus of Princeton
Hyundai of Trenton
J & S Mitsubishi
Mercedes-Benz of Princeton
Porsche of Princeton
Precision Acura
Route 1 Chrysler Dodge
Jeep Ram

Team Toyota of Princeton
Volvo Cars Princeton

DISTRICT 16

Acme Motors

AT Bucks County, LLC
Audi Princeton
Bridgewater Nissan
Chrysler Dodge Jeep Ram
of Princeton
Ciocca Chevrolet Cadillac
Buick GMC of Flemington
Ciocca Chrysler Dodge Jeep
Ram of Flemington
Ciocca Ford Lincoln of
Flemington
Ciocca Subaru of Flemington
Ciocca Volkswagen of
Flemington/Audi Flemington
Dayton Toyota
Flemington BMW
Fred Beans Hyundai of
Flemington
Fred Beans Nissan of
Flemington
Fred Beans Toyota of
Flemington
Gabrielli Kenworth of NJ -
Dayton
Genesis of Brunswick
Honda of Princeton
Infiniti of Flemington
Land Rover Princeton
Mercedes-Benz of Flemington
Porsche Flemington
Route 1 Hyundai
Volkswagen Princeton
Volvo Cars Bridgewater

DISTRICT 17

DCH Brunswick Toyota
Gateway Kia of North Brunswick
Malouf Buick-GMC, Inc.
Malouf Chevrolet-Cadillac, Inc.
Malouf Ford-Lincoln, Inc.
Victory Subaru

DISTRICT 18

Bell Audi
Bentley Edison
Cambria Mack
Campbell Freightliner
Edison Nissan
Ferrari Maserati of Central NJ
Lexus of Edison
Open Road Acura of
East Brunswick
Open Road BMW of Edison
Open Road Honda
Open Road Mazda of
East Brunswick
Open Road Mini of Edison
Open Road Volvo Cars Edison
Ray Catena Jaguar of Edison
Ray Catena Motor Car
Reydel Volkswagen, Inc.
Route 1 Infiniti
Route 18 Chrysler Jeep
Dodge Ram

DISTRICT 19

McGuire Cadillac
Performance Buick GMC
of Woodbridge
Richard Lucas Chevrolet
Richard Lucas Subaru
Route 1 Mazda-Woodbridge
Route 1 Toyota
Sansone Chrysler Jeep Dodge
Sansone Hyundai, Inc.
Sansone Kia
Sansone Nissan
Woodbridge Ford

DISTRICT 20

Empire Nissan of Hillside
Maplecrest of Union
Maxon Buick GMC
Maxon Hyundai

Open Road Chevrolet
Open Road Subaru
Planet Honda
Ray Catena of Union
Reydel Volkswagen of Linden
Route 22 Honda
Route 22 Toyota
Tom's Volkswagen of Union
DISTRICT 21
Aston Martin Summit
Autoland Chrysler Jeep Dodge Ram
Autoland Toyota
BMW of Springfield
Crown Cadillac, Inc.
Douglas Infiniti
Douglas Volkswagen
Karma Westfield
Liccardi Ford
Nissan City of Springfield
Salerno-Duane, Inc.
Smythe Volvo, Inc.
Springfield Acura
Team Welsh Jeep Chrysler
DISTRICT 22
Allegiance Trucks
Bell Mitsubishi
Empire Mazda and Toyota of Green Brook
Generation Nissan
Global Auto Mall 22, LLC
Global Kia of North Plainfield
Green Brook Buick GMC
Liccardi Chrysler Dodge Ram
Liccardi Mitsubishi
VIP Honda
DISTRICT 23
Audi Bridgewater
Bill Vince's Bridgewater Acura
BMW of Bridgewater
Bridgewater Chevrolet
Bridgewater Kia
Clinton Acura
Clinton Honda
Fred Beans Ford of Washington
Honda of Bridgewater
Honda of Hackettstown
Johnson Dodge Chrysler Jeep
Johnson GMC Cadillac, Inc.
Lexus of Bridgewater
Motion Kia
Open Road Mercedes-Benz of Bridgewater
Open Road Volkswagen of Bridgewater
Performance Chrysler Jeep Dodge Ram Fiat
Performance Ford of Somerville, LLC
Performance Maserati Alfa Romeo of Somerville
Phillipsburg Easton Honda
Ray Catena Infiniti of Bridgewater
Rossi Chevrolet GMC
Subaru World of Hackettstown
Toyota World of Clinton
DISTRICT 24
Franklin Sussex Auto Mall, Inc.
Franklin Sussex Hyundai
Hoover Truck Center
McGuire Chevrolet
Mercedes-Benz of Newton
Motion Chevrolet
Nielsen Ford
Nielsen Kia of Newton
Nielsen Nissan
Open Road BMW of Newton
Royal Buick GMC, Inc.
Subaru World of Newton

Sussex Honda
Toyota World of Newton
Volkswagen World of Newton
DISTRICT 25
Autosport Acura of Denville
Dover Dodge Chrysler Jeep Ram
Family Ford, Inc.
Genesis of Denville
H & H Mack Sales
Joyce Honda
Maplecrest Ford, Inc.
Mercedes-Benz of Morristown
Nielsen Chevrolet
Nielsen Chrysler Dodge Jeep Ram (Morristown)
Nielsen Ford of Morristown, Inc.
Nielsen Mitsubishi
Nielsen Nissan-Infiniti of Denville, Inc.
Open Road BMW of Morristown
Open Road BMW of Roxbury
Open Road Mazda of Morristown
Open Road Mini of Morristown
Paul Miller Volkswagen of Bernardsville
Performance Ford Lincoln
Performance Kia of Denville
Performance Maserati Alfa Romeo
Rossi Chrysler Dodge Jeep Ram
Sawyer Lyons Buick GMC of Randolph
Schumacher Chevrolet Buick of Boonton
Schumacher Chevrolet of Denville
Subaru of Morristown
Towne Hyundai
Towne Toyota
Toyota of Morristown, Inc.
Trend Motors
DISTRICT 26
DCH Montclair Acura
Decozen Chrysler Jeep Dodge
Land Rover Parsippany
Mercedes-Benz of Caldwell
Paul Miller Audi
Paul Miller Chevrolet
Paul Miller Honda of West Caldwell
Paul Miller Porsche
Paul Miller Subaru
Paul Miller Toyota of West Caldwell
Performance Mazda
Precision Chrysler Jeep Dodge Ram
Route 23 Auto Mall
Route 23 Nissan
Verner-Cadby, Inc.
DISTRICT 27
DCH Millburn Audi
Hilltop Nissan, Inc.
Lexus of Route 10
Madison Honda
Nielsen Dodge Chrysler Jeep Ram (East Hanover)
Open Road Cadillac
Performance Buick GMC, LLC
Performance Ford of East Hanover
Prestige Volvo
Schumacher Chevrolet of Livingston
DISTRICT 28
DCH BMW of Bloomfield
Lynnes Hyundai
Lynnes Nissan

Lynnes Subaru
Nutley Kia
DISTRICT 30
All American Ford in Point Pleasant
Colonial Airstream
DiFeo Kia
Honda Universe
Jim Curley Buick GMC
Jim Curley GMC of Lakewood
Larson Ford, Inc.
Lester Glenn Honda of Sea Girt
Pine Belt Cadillac of Toms River
Pine Belt Chevrolet of Lakewood
Pine Belt Chrysler Jeep Dodge Ram
Pine Belt Mazda
Pine Belt Subaru
Sansone Jr's Keyport Kia
Sea Breeze Ford
T & T Coast Buick GMC
Toyota World of Lakewood
Volvo Cars Manasquan
DISTRICT 31
Axis Chevrolet
Hudson Hyundai
Hudson Nissan
Hudson Subaru
Hudson Toyota
Jersey City Kia
Metro Honda
Steven's Jersey City Ford
Vineland Hyundai
DISTRICT 32
Hudson County Motors
Hudson Honda
North Bergen Buick GMC
United Ford
DISTRICT 33
Audi Meadowlands
DISTRICT 34
Fette Ford, Inc.
Fette Infiniti
Garden State Honda-Clifton
Gensinger Motors, Inc.
Schumacher Chevrolet of Clifton
DISTRICT 35
Brogan Cadillac Company
Nissan 46
Route 46 Mitsubishi
DISTRICT 36
Bellavia Chevrolet Buick
East Coast Toyota
Frank's Truck Center, Inc.
Gabrielli Truck Sales - Ridgefield Park
Garden State Honda - Passaic
Performance Volkswagen of Lyndhurst
Quality Auto Mall
Scheeler Trucks Sales & Service
DISTRICT 37
Alfa Romeo Maserati
Englewood Cliffs
All American Ford, Inc.
Benzel Busch Motor Car Corp.
BMW of Tenafly
Chrysler Jeep Dodge Ram of Englewood Cliffs
D & C Honda of Tenafly
DARCARS Lexus of Englewood
Ford of Englewood, Inc.
Genesis of Englewood
Infiniti of Englewood
Kia of Englewood
Land Rover Englewood
Parkway Toyota
Prestige Lincoln of Englewood
Prestige Volvo Cars Englewood

Quality Chevrolet GMC - Englewood
Riverside Nissan
Town Motors
Toyota of Hackensack
Trinity Cadillac
DISTRICT 38
All American Ford of Paramus
Chrysler Dodge Jeep of Paramus
DCH Paramus Honda
Glen Toyota
Hawthorne Chevrolet
Jack Daniels Audi
Jack Daniels Kia
Kundert Volvo Cars Hasbrouck Heights
Lamborghini Paramus
Land Rover Paramus
Mazda of Lodi
McLaren North Jersey
Mercedes-Benz of Paramus
North Jersey Truck Center
Paramus Chevrolet
Paramus Hyundai
Park Avenue Acura
Park Avenue BMW
Paul Miller Bentley
Route 17 Nissan
Teterboro Jeep Chrysler Dodge Ram
DISTRICT 39
Acura of Ramsey
BMW of Ramsey
Buick GMC of Mahwah
Cadillac of Mahwah
Honda of Mahwah
Jack Daniels Audi - Upper Saddle
Joe Heidt Motors
Liberty Hyundai
Liberty Kia
Liberty Subaru, Inc.
Mahwah Ford Sales & Service, Inc.
Maserati of Bergen County
Mini of Ramsey
Prestige Lexus of Ramsey
Prestige Toyota of Ramsey
Ramsey Alfa Romeo Fiat
Ramsey Chrysler Jeep Dodge Ram
Ramsey Infiniti
Ramsey Mazda
Ramsey Nissan
Ramsey Subaru
Route 17 Mitsubishi
Volvo Cars Ramsey
DISTRICT 40
Crestmont Toyota Volkswagen
Kia of Riverdale
Lincoln of Wayne
McGuire Buick GMC
Open Road Acura of Wayne
Paul Miller BMW
Route 23 Honda
Route 46 Chrysler Jeep Dodge
Schumacher Chevrolet of Little Falls
Toyota Universe
Tri-County Lexus
Wayne Ford
Wayne Mazda Hyundai
Wayne Subaru, Inc.

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Methodology

Dealership financial data (and other information cited in this report) was collected from information reported by New Jersey franchised automotive retailers in 2024.

The economic impact of the industry is separated into two main categories: direct and indirect. Direct impact comprises economic activity at automotive dealerships themselves. Indirect impact occurs away from the dealership proper, and takes into account the extended contribution dealerships make to the State's 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 economic computer models. Indirect estimates in this report are intentionally conservative, and therefore, may underestimate the overall contribution automotive retailers make to the New Jersey economy.

Auto Outlook, Inc. is a regional automotive market analysis firm providing market research services to automotive dealerships.