



# ECONOMIC IMPACT STUDY

ECONOMIC IMPACT OF FRANCHISED NEW VEHICLE  
RETAILERS ON THE NEW JERSEY ECONOMY

*nj car*

# 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 2023. 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.

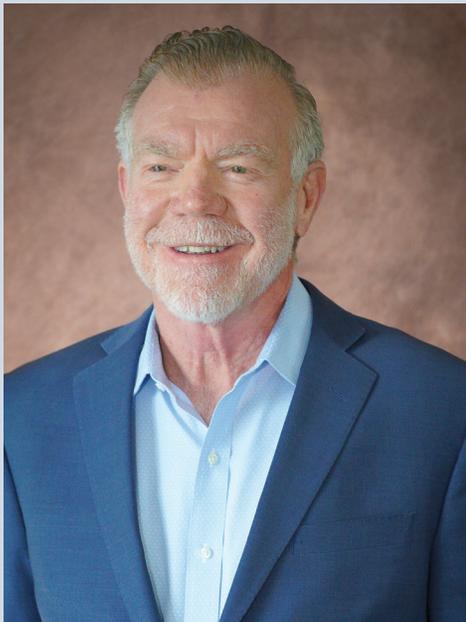
## DEALERSHIP FINANCIAL SUMMARY - 2023

Average dealership sales (\$)	\$85,700,000
Average dealership contributions to charitable causes	\$52,200
Average dealership advertising expenses	\$800,000
Number of vehicles serviced by the average dealership	21,100
Average dealership retail new vehicle sales	975 units
Average dealership retail used vehicle sales	715 units

## NEW JERSEY FRANCHISED NEW VEHICLE DEALERS ARE VITAL CONTRIBUTORS TO THE STATE'S ECONOMY - 2023

Total jobs in New Jersey attributable to franchised new vehicle dealerships	72,750
Average number of jobs per new vehicle dealership	75
Total earnings for New Jersey residents attributable to dealership operations	\$5.05 billion
Average dealership payroll expense (including fringe benefits)	\$7.33 million
Total state and local taxes collected or paid	\$2.1 billion
Total dealership sales (\$)	\$42.85 billion
Total dealership contributions to charitable causes	\$26.1 million

# PRESIDENT'S MESSAGE



The auto retailing industry continues to be the “economic engine on Main Street” and a significant driver in New Jersey’s economy. After a few years of pandemic-related disruption, supply chain issues, and reduced inventory, the auto retail sector in 2023 began its return to normal. Despite new challenges related to inflation and higher interest rates, the auto retail sector had a positive year posting increased sales volumes and employment levels.

New Jersey’s 500+ franchised new car and truck dealers sold more than 433,000 vehicles in 2023, an increase of more than 11% from 2022, thanks to improved supply chain issues, manufacturer production and dealer inventory. Dealership revenue was up nearly 7% in 2023, just shy of \$43 billion and remaining above \$40 billion for the third year in a row.

Employment at New Jersey franchised dealers continued to grow with the addition of 500 jobs in 2023. New Jersey dealers directly employ approximately 37,500 individuals and support more than 35,000 additional jobs in New Jersey. Highlighting the fact that the industry is full of good-paying, local jobs that can’t be outsourced, total compensation earned by those who work in the New Jersey auto retailing industry was more than \$5 billion in 2023.

State and local tax revenue generated by New Jersey’s neighborhood new car and truck dealerships was up nearly 5% from \$2 billion in 2022 to \$2.1 billion in 2023. As always, **the auto retail industry continued to be a primary driver of the overall State economy.**

New Jersey’s franchised new car and truck dealerships also invested nearly \$160 million in facility and other investments last year to continue preparing for the sale and service of more electric vehicles. Franchised dealers accounted for more than 28% of all battery-electric sales in 2023.

This report highlights the positive economic benefits of New Jersey’s neighborhood new car and truck dealerships bring to the State, as well as the hundreds of cities and towns they call home. Vehicle affordability remains a concern, particularly the negative impact of State and federal EV mandates on some vehicle pricing, but demand remains high for new vehicles in 2024.

**James B. Appleton**  
**President**  
**New Jersey Coalition of Automotive Retailers**

# EMPLOYMENT

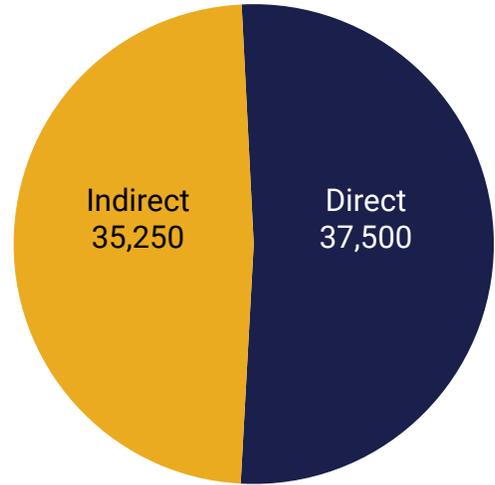
## TOTAL EMPLOYMENT AT NEW CAR DEALERSHIPS - 2023 36,500

In 2023, New Jersey's new vehicle dealerships directly employed a total of 37,500 individuals. An additional 35,250 individuals were employed due to the indirect impact of dealership operations.

Automobile dealership operations accounted for 16.8% of total retail employment in the state. *(This included both direct and indirect employment.)*

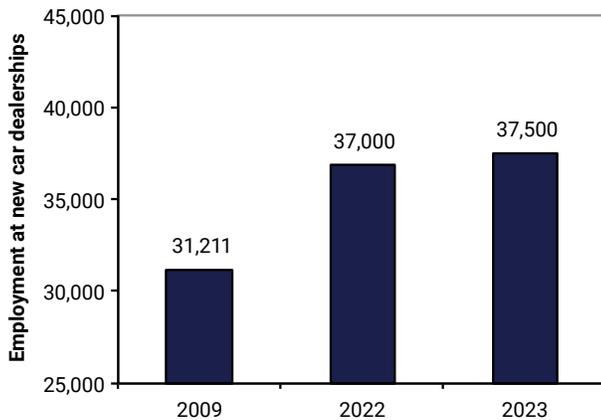
Employment in the industry increased slightly last year and was up by more than 50% from the low in 2009.

EMPLOYMENT TOTAL FOR NEW VEHICLE RETAILING INDUSTRY - 2023  
*(Direct: at dealerships; Indirect: elsewhere in the economy)*

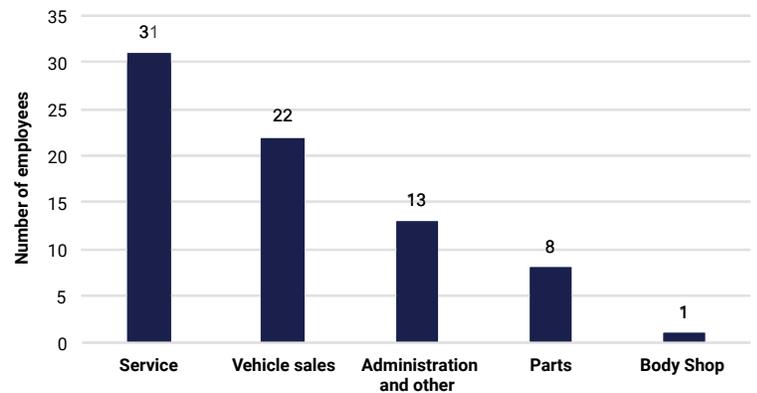


Dealership Contribution to Statewide Retail Employment - 2009, 2022 and 2023				
	2009	2022	2023	% change '22 to '23
Total employment resulting from auto dealerships	48,065	71,780	72,750	1.4%
Total retail employment in the state	436,100	436,000	433,700	-0.5%
<b>Dealership % of retail statewide total</b>	<b>11.0%</b>	<b>16.4%</b>	<b>16.8%</b>	

DIRECT EMPLOYMENT AT NEW JERSEY FRANCHISED NEW VEHICLE DEALERSHIPS 2009, 2022, AND 2023



AVERAGE NUMBER OF DEALERSHIP EMPLOYEES BY DEPARTMENT - 2023



### CHARACTERISTICS OF AUTO DEALERSHIP WORK FORCE

Male: 77%

Female: 23%

Minority: 26%

# PAYROLL

## EMPLOYEE COMPENSATION DUE TO NEW VEHICLE RETAILING INDUSTRY - 2023

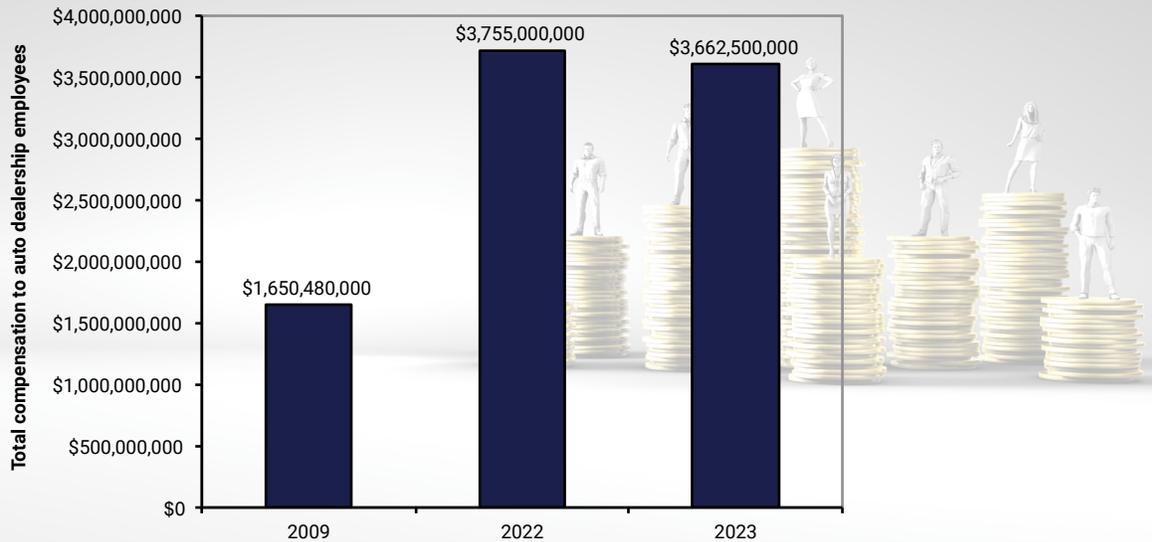
**\$3.66 BILLION**

In 2023, the average New Jersey dealership paid more than \$7.3 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 2022 to 2023, but more than doubled from 2009 levels.

New car dealerships continue to provide high-paying jobs to New Jersey residents. The average salary per employee approached \$98,000 in 2023.

**NEW FRANCHISED DEALERSHIP COMPENSATION TO EMPLOYEES 2009, 2022, AND 2023**



Employee Compensation - 2009, 2022 and 2023				
	2009	2022	2023	% change '22 to '23
Total payroll ( <i>including fringe benefits</i> ) for AVERAGE dealership in New Jersey	\$3,120,000	\$7,510,000	\$7,325,000	-2.5%
<i>Times</i>				
Total number of franchised new vehicle dealerships in New Jersey	529	500	500	0.0%
<i>Equals</i>				
TOTAL EMPLOYEE COMPENSATION AT DEALERSHIPS	\$1,650,480,000	\$3,755,000,000	\$3,662,500,000	-2.5%
<i>Plus</i>				
Additional indirect employee compensation resulting from dealership operations	\$478,639,200	\$1,411,880,000	\$1,348,425,000	-1.9%
<i>Equals</i>				
<b>TOTAL EMPLOYEE COMPENSATION TO NEW JERSEY RESIDENTS DUE TO FRANCHISED DEALERSHIP INDUSTRY</b>	<b>\$2,129,119,200</b>	<b>\$5,166,880,000</b>	<b>\$5,046,925,000</b>	<b>-2.3%</b>

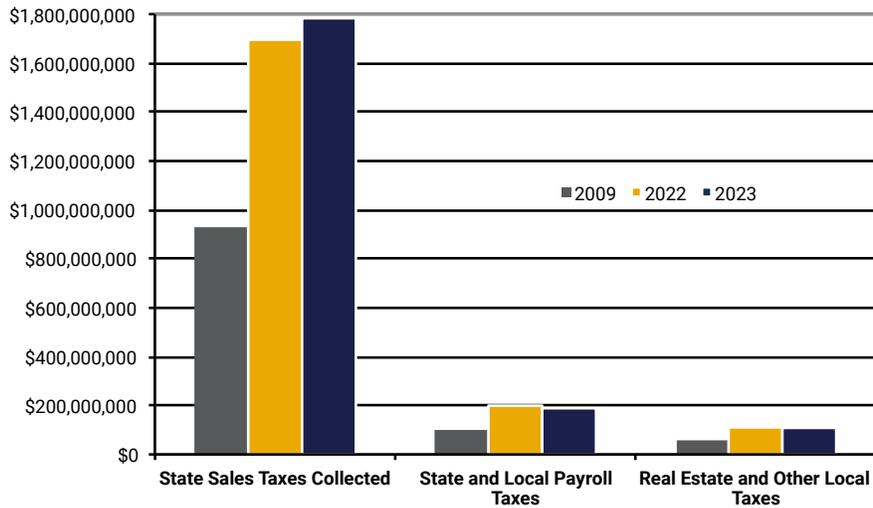
# TAXES

## TOTAL STATE AND LOCAL TAXES COLLECTED OR PAID BY NEW CAR DEALERSHIPS - 2023

### \$2.1 BILLION

In 2023, new franchised automobile dealerships in New Jersey collected or paid more than \$2.1 billion in state and local taxes, an average of \$4.2 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 - 2009, 2022 AND 2023



State and Local Taxes Collected and/or Paid by Dealerships - 2009, 2022 and 2023				
	2009	2022	2023	% change '22 to '23
State Sales Tax	\$925,750,000	\$1,700,000,000	\$1,795,000,000	5.6%
State and Local Payroll Taxes	\$99,981,000	\$207,500,000	\$202,500,000	-2.4%
Real Estate and Other Local Taxes	\$55,016,000	\$105,000,000	\$109,500,000	4.3%
<b>TOTAL DEALERSHIP STATE AND LOCAL TAX REVENUE</b>	<b>\$1,080,747,000</b>	<b>\$2,012,500,000</b>	<b>\$2,107,000,000</b>	<b>4.7%</b>

Federal Tax Summary for All Dealerships - 2009, 2022 and 2023				
	2009	2022	2023	% change '22 to '23
Federal Payroll Taxes	\$471,868,000	\$1,035,000,000	\$1,005,000,000	-2.9%
Federal Business Income Taxes	\$38,617,000	\$65,000,000	\$63,500,000	-2.3%
<b>TOTAL</b>	<b>\$510,485,000</b>	<b>\$1,100,000,000</b>	<b>\$1,068,500,000</b>	<b>-2.9%</b>

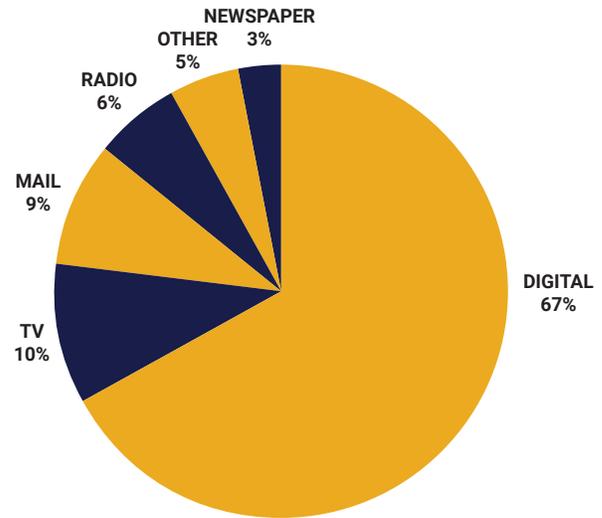
# DEALERSHIP ADVERTISING AND MARKET SUMMARY

## TOTAL DEALERSHIP ADVERTISING EXPENSES - 2023 \$400 MILLION

Average dealership advertising expenses in 2021 were \$740,000. Total for the industry exceeded \$370 million. The majority of expenditures were devoted toward digital media.



PERCENTAGE OF FRANCHISED NEW VEHICLE DEALERSHIP ADVERTISING EXPENSE BY MEDIA - 2023



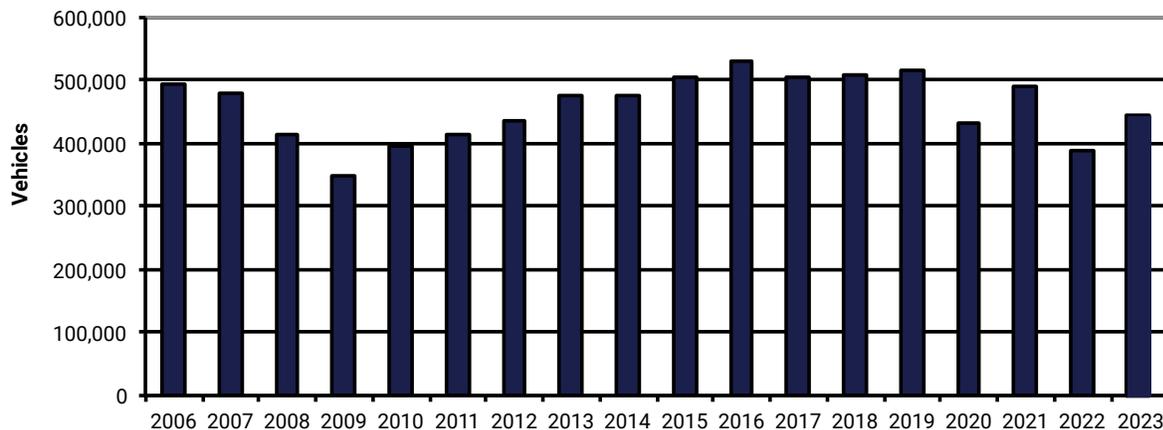
## NEW VEHICLE MARKET

### TOTAL VEHICLE REGISTRATIONS - 2023 437,897

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 20.7% in 2022 as supply chain issues impacted vehicle production. Registrations moved above 437,000 units last year as vehicle inventories recovered.

Data Sourced from Experian Automotive

NEW RETAIL CAR AND LIGHT TRUCK REGISTRATIONS IN NEW JERSEY - 2006 THROUGH 2023



# DEALERSHIP SALES

## TOTAL SALES (\$) BY NEW CAR DEALERSHIPS - 2023

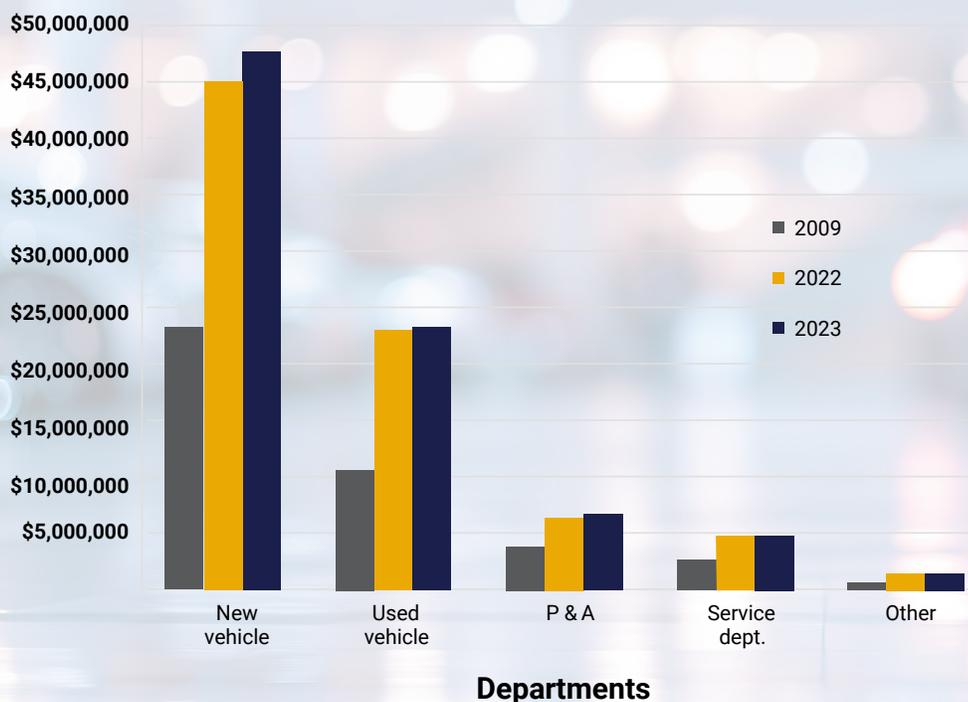
**\$42.85 BILLION**

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 - 2009, 2022 and 2023				
	2009	2022	2023	% change '22 to '23
Average Dealership Sales	\$40,100,000	\$80,200,000	\$85,700,000	6.9%
<b>TOTAL AUTOMOTIVE RETAILING SALES IN NEW JERSEY</b>	<b>\$21,212,900,000</b>	<b>\$40,100,000,000</b>	<b>\$42,850,000,000</b>	<b>6.9%</b>

AVERAGE FRANCHISED NEW VEHICLE DEALERSHIP SALES BY DEPARTMENT [\$] 2009, 2022 AND 2023



# ELECTRIC VEHICLES

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

The battery electric vehicle (BEV) market share in New Jersey grew steadily between 2018 and 2023, before easing in the First Quarter of 2024.

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

Franchised Dealership  
Share of State BEV  
Market in 2018:

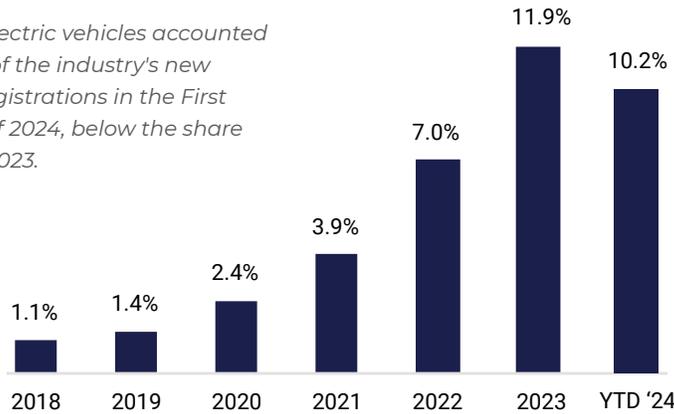
**9.1%**

Franchised Dealership  
Share of State BEV  
Market in 2023:

**28.2%**

### BEV SHARE OF NEW JERSEY NEW RETAIL LIGHT VEHICLE MARKET

*Battery electric vehicles accounted for 10.2% of the industry's new vehicle registrations in the First Quarter of 2024, below the share for all of 2023.*



Data Sourced from Experian Automotive

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

Average number of electric vehicle chargers installed at new vehicle dealerships by the end of 2024:

**5.7**

Total estimated dealership expenses during 2023 and 2024 to prepare for the sale and service of electric vehicles:

**\$158,500,000**

Average estimated dealership expenses during 2023 and 2024 to prepare for the sale and service of electric vehicles:

**\$317,000**

# 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  
Vann Dodge Chrysler Jeep

## 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  
Springfield Mitsubishi

## DISTRICT 3

Bayshore Ford of Pennsville  
Bentley Truck Services-  
Logan Twp.  
Bridgeton Auto Mall  
Freightliner of Bridgeport  
Liberty Kenworth of South  
Jersey  
Matt Blatt Glassboro Imports  
Mitsubishi  
Pellegrino 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  
Pellegrino 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  
Pellegrino Chevrolet  
Performance Dodge Ram  
Toyota of Runnemede  
Woodbury Nissan, Inc.

## DISTRICT 6

Alfa Romeo & Fiat of Maple  
Shade  
Bergey's Truck Center-  
Pennsauken  
Cherry Hill Dodge Chrysler  
Jeep  
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  
Holman Ford Lincoln-Maple  
Shade  
Holman Infiniti  
Jaguar Land Rover Cherry Hill  
Mall Chevrolet, Inc.  
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, Inc.  
Burlington Chrysler Dodge  
Jeep Ram  
Burlington Hyundai  
Burlington Kia  
Burlington Volkswagen  
Davis Honda  
F.C. Kerbeck & Sons  
Holman Cadillac  
Holman Toyota  
Lexus of Cherry Hill  
Liberty Toyota  
Lucas Ford  
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 Rivre  
Gateway Toyota  
Honda of Toms River  
Lester Glenn Buick GMC  
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 Infiniti  
Coast Cities Truck Sales, Inc.  
DCH BMW of Freehold  
DCH Ford of Eatontown  
DCH Freehold Toyota  
DCH Kay Honda  
Freehold Buick GMC  
Freehold Chrysler Jeep

Freehold Dodge, Inc.  
Freehold Ford  
Freehold Hyundai  
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 of Keyport  
Platinum Mitsubishi  
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  
Volkswagen of Freehold  
World Chrysler Jeep Dodge  
Ram  
World Subaru  
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  
Contemporary Motor Cars, Inc.  
Ray Catena Motors of Marlboro  
Tom's Ford

## DISTRICT 14

Bergey's Truck Center-  
Hamilton  
Cranbury Buick GMC  
Haldeman Ford of Hightstown  
Hamilton Honda  
Hamilton Mazda Volkswagen  
Princeton BMW  
Route 130 Chrysler Dodge Jeep  
Ram  
Route 33 Nissan  
Windsor Nissan

## 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 Nissan  
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  
Fullerton Alfa Romeo Maserati  
Fullerton Automotive Corp.  
Fullerton Ford  
Gabrielli Kenworth of NJ-  
Dayton  
Genesis of Brunswick  
Honda of Princeton  
Infiniti of Flemington  
Land over 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 Infinite  
Route 18 Chrysler Jeep Dodge  
Ram

## DISTRICT 19

McGuire Cadillac  
Performance Buick GMC of  
Woodbridge LLC  
Richard Lucas Chevrolet  
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  
 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  
 HFI Truck Center  
 Karma Westfield  
 Llicardi Ford, Inc.  
 Nissan World of Springfield  
 Salerno-Duane, Inc.  
 Smythe Volvo, Inc.  
 Springfield Acura  
 Springfield Truck Center Inc.  
 Team Welsh Jeep Chrysler

**DISTRICT 22**

Allegiance Trucks  
 Bell Mitsubishi  
 Empire Mazda and Toyota of Green Brook  
 Global Auto Mall 22 LLC  
 Global Kia of North Plainfield  
 Green Brook Buick GMC  
 Llicardi Chrysler Dodge  
 Llicardi Mitsubishi  
 Nissan of North Plainfield  
 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  
 Phillipsburg Easton Honda, Inc.  
 Ray Catena Infiniti of Bridgewater  
 Rossi Chevrolet Buick 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 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  
 Family Ford, Inc.  
 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 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  
 Performance Mazda  
 Rossi Chrysler Dodge Jeep Ram  
 Route 10 Nissan  
 Salerno Duane Infiniti  
 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  
 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 Chrysler Jeep Dodge Ram (East Hanover)  
 Open Road Cadillac  
 Performance Buick GMC LLC  
 Performance Ford of East Hanover LLC  
 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 (Keyport)  
 Jim Curley Buick GMC (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  
 Sea Breeze Ford  
 T & T Coast Buick GMC  
 Toyota World of Lakewood  
 Volvo Cars Manasquan

**DISTRICT 31**

Axis Chevrolet  
 Hudson Chrysler Jeep Dodge  
 Hudson Hyundai Subaru  
 Hudson Nissan  
 Hudson Subaru  
 Hudson Toyota  
 Jersey City Kia  
 Metro Honda  
 Steven's Jersey City Ford  
 Vineland Hyundai

**DISTRICT 32**

Audi Meadowlands  
 Hudson County Motors  
 Hudson Honda  
 McGuire Buick GMC (N Bergen)  
 North Bergen Buick GMC  
 United Ford

**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  
 Quality Auto Mall  
 Scheeler Trucks Sales & Service  
 Teterboro Chrysler Jeep  
 Three County Volkswagen Corp.

**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  
 Jaguar Land Rover Englewood  
 Kia of 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  
 Jaguar Land Rover Paramus  
 Kundert Volvo Cars of Hasbrouck Heights  
 Lamborghini 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

**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  
 United Ford  
 Liberty Subaru, Inc.  
 Mahwah Ford Sales & Service  
 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 (Little Falls)  
 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.

**STUDY SPONSORED BY**

New Jersey Coalition of Automotive Retailers  
856 River Road  
P.O. Box 7510  
Trenton, NJ 08628  
(609) 883-5056

**STUDY PRODUCED BY**

Auto Outlook, Inc.  
PO Box 390  
Exton, PA 19341  
(610) 640-1233



# 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.