



ECONOMIC IMPACT STUDY

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



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.

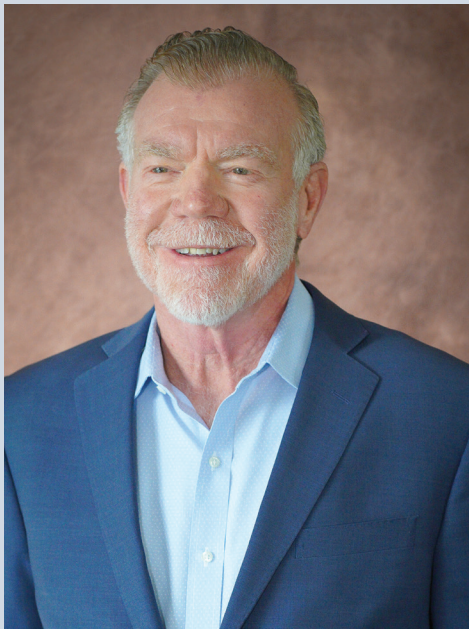
DEALERSHIP FINANCIAL SUMMARY - 2023

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

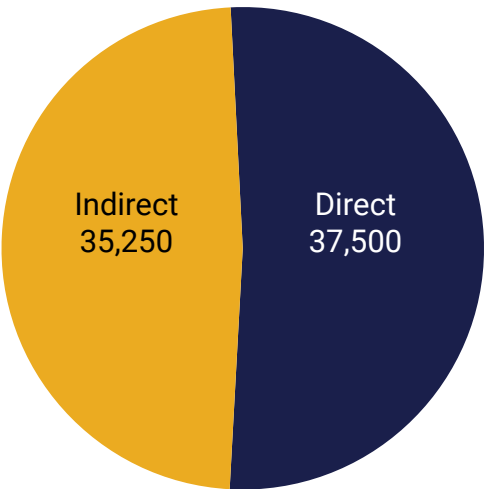
36,500

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.)*

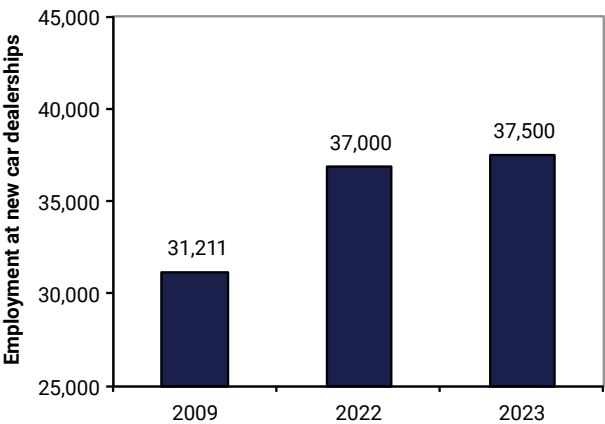
Employment in the industry increased slightly last year and was up by more than 50% from the low in 2009.

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

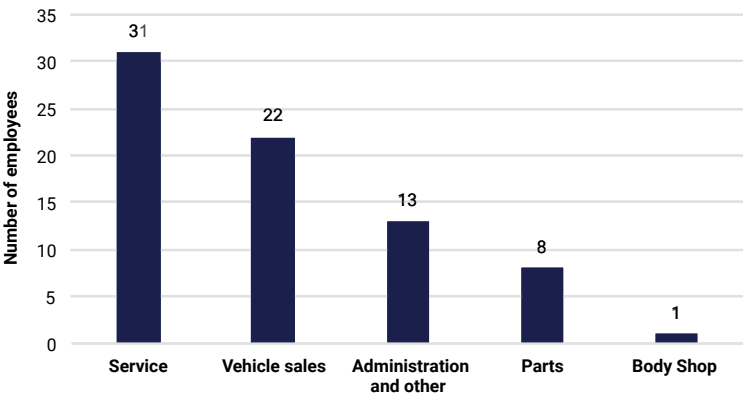


Dealership Contribution to Statewide Retail Employment - 2009, 2022 and 2023				
	2009	2022	2023	% change '22 to '23
Total employment resulting from auto dealerships	48,065	71,780	72,750	1.4%
Total retail employment in the state	436,100	436,000	433,700	-0.5%
Dealership % of retail statewide total	11.0%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

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

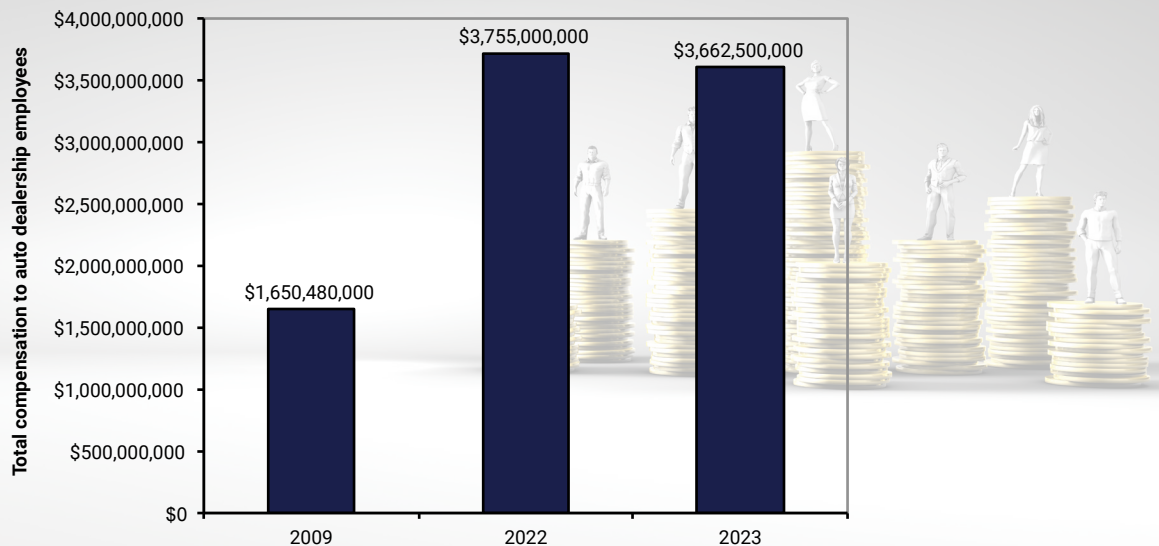
\$3.66 BILLION

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>				
TOTAL EMPLOYEE COMPENSATION TO NEW JERSEY RESIDENTS DUE TO FRANCHISED DEALERSHIP INDUSTRY	\$2,129,119,200	\$5,166,880,000	\$5,046,925,000	- 2.3%

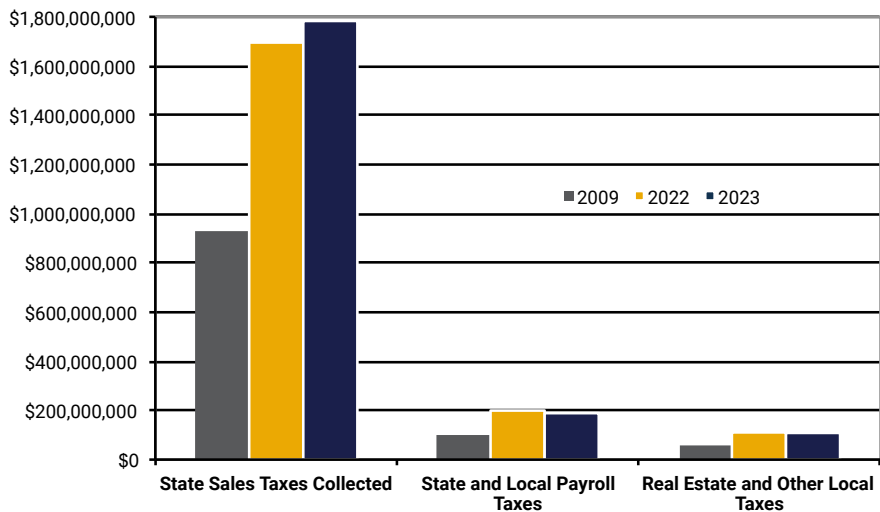
TAXES

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%
TOTAL DEALERSHIP STATE AND LOCAL TAX REVENUE	\$1,080,747,000	\$2,012,500,000	\$2,107,000,000	4.7%

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%
TOTAL	\$510,485,000	\$1,100,000,000	\$1,068,500,000	-2.9%

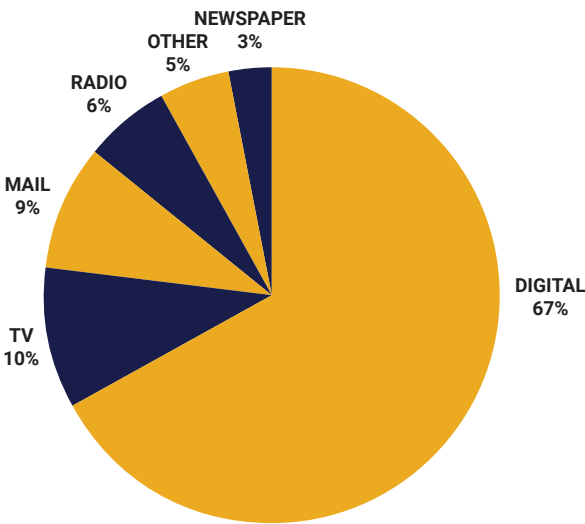
DEALERSHIP ADVERTISING AND MARKET SUMMARY

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



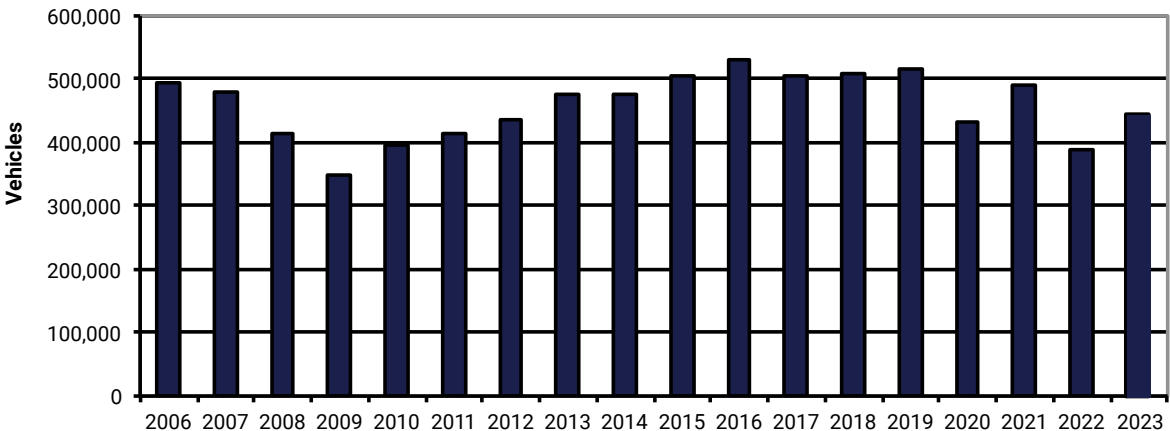
NEW VEHICLE MARKET

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

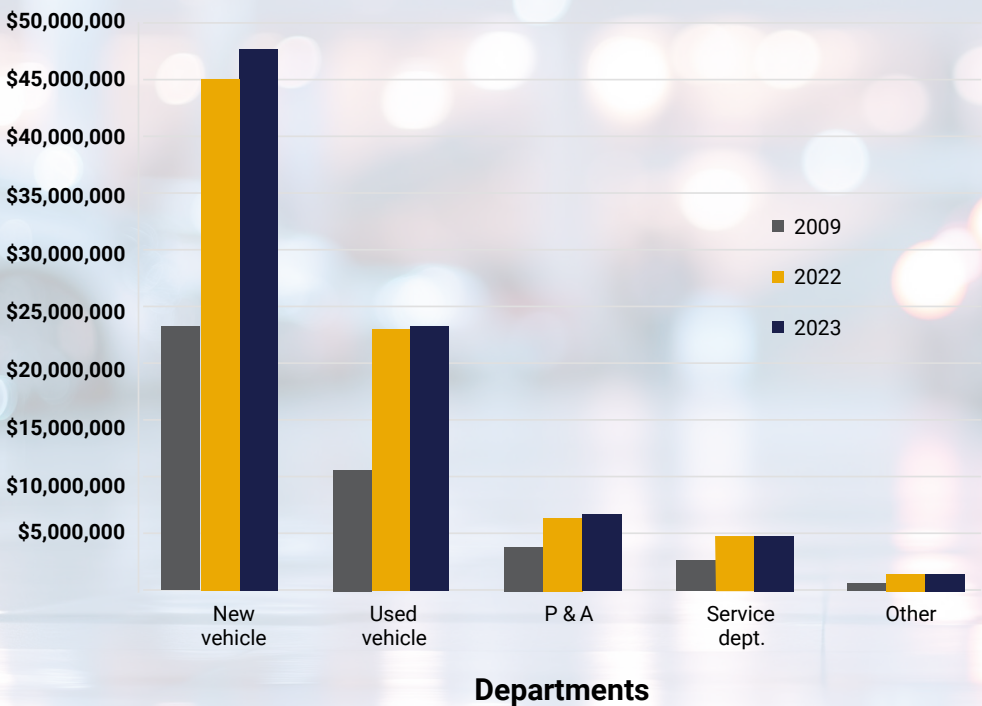
\$42.85 BILLION

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%
TOTAL AUTOMOTIVE RETAILING SALES IN NEW JERSEY	\$21,212,900,000	\$40,100,000,000	\$42,850,000,000	6.9%

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:

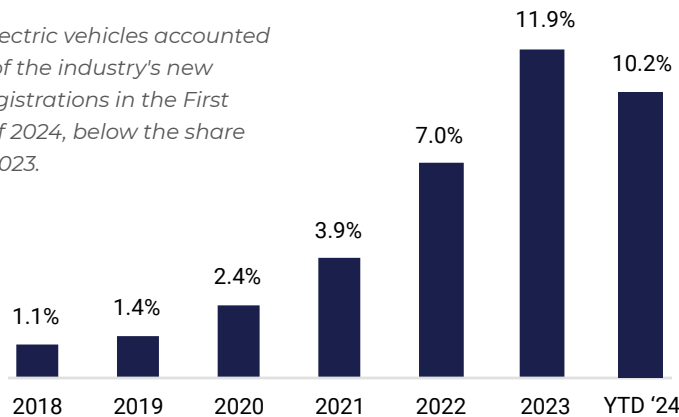
9.1%

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
 Liberty Kia
 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
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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.