

# methodology

*Dealership financial data (and other information cited in this report) was collected from a detailed survey sent to all automotive dealers in New Jersey. The response rate (42% of surveys were returned) was sufficient to form a statistically reliable database for financial and operational indicators.*

*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 dealers.*

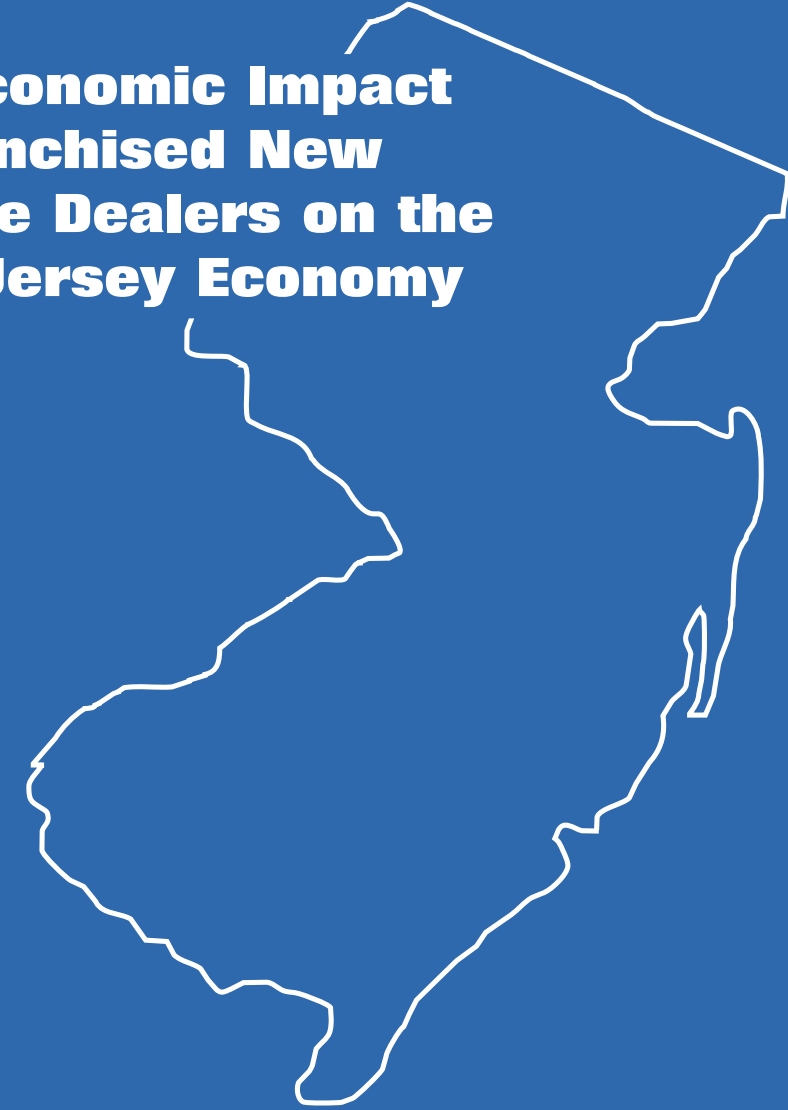
Study sponsored by:

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## The Economic Impact of Franchised New Vehicle Dealers on the New Jersey Economy



Study Sponsored by New Jersey  
Coalition of Automotive Retailers



Confidential 2004 report compiled from 2003 data  
March 2004



## Message from NJ CAR President

This economic impact study has been compiled as an educational tool, showing the significant contribution the retail automotive industry makes to the New Jersey economy. Included are estimates on employment, payroll, tax collections and industry sales in New Jersey.

The New Jersey Coalition of Automotive Retailers (NJ CAR) has represented and protected the interests of this vital industry for more than 85 years. Our members' sole purpose is to sell and service new cars and trucks. NJ CAR's primary goal is to guard against overly restrictive legislation and regulations that negatively impact the industry's economic growth.

As you will see in the accompanying report, automotive dealerships employ thousands of New Jersey citizens, who earn a generous wage. The industry also contributes hundreds of millions of dollars in State, local and federal tax revenue.

Please don't hesitate to contact me with any questions you may have regarding the importance of the retail automotive industry to New Jersey.

Sincerely,  
James B. Appleton

Planet Honda  
Union Pontiac-GMC-Buick Inc.

### **DISTRICT: 21**

Autoland of New Jersey  
Barnes Chevrolet, Inc.  
Crown Cadillac, Inc.  
Douglas Buick Company  
Douglas Ford  
Douglas Infiniti  
Douglas Motors Corporation  
Ford World of Roselle Park  
Hall & Fuhs, Inc.  
J.M.K. Auto Sales  
Liccardi Ford Inc.  
Lindeman Buick Company  
Madison Honda  
Madison Jaguar  
Maplecrest Auto Group - Summit  
Nissan World of Springfield  
Paul D. Vickery & Company  
Riegler Dodge, Inc.  
Salerno-Duane Inc.  
Smythe Volvo, Inc.  
Springfield Acura  
Springfield Truck Center, Inc.  
Sullivan Chevrolet, Inc.  
The New Norris Chevrolet, Inc.  
Thomas Lincoln-Mercury, Inc.

### **DISTRICT: 22**

Bell Audi  
Bell Mitsubishi  
Crystal Motors  
East Coast Nissan-No. Plainfld  
Global Auto Mall  
Green Brook Buick/Pont/GMC Inc  
KIA Of North Plainfield  
Liccardi Motors Inc.  
Linden Volkswagen - Dodge  
Romond's Garage, Inc.  
Saturn of Green Brook  
VIP Honda  
West End Garage, Inc.

### **DISTRICT: 23**

Callaremi Pontiac-Cadillac  
Clinton Acura  
Clinton Chevrolet-Cadillac  
Clinton Chrysler-Dodge-Jeep  
Clinton Ford  
Clinton Honda  
Ditschman Flemington Ford-Linc  
Flemington Buick Chev Pont GMC  
Flemington Dodge-Chrysler-Jeep  
Flemington Infiniti  
Flemington Mazda  
Flemington Nissan  
Flemington Porsche-Audi-VW-BMW  
Flemington Subaru  
Ford/Hyundai World of P-Burg  
Hackettstown Ford  
Hunterdon BMW, Inc.  
James Toyota-Hummer  
Jim Flynn's Truck Repair  
Johnson Dodge-Chrysler  
Muller Chevrolet  
Muller Toyota, Inc.  
Opdyke's Sales & Service  
Phillipsburg Easton Honda, Inc  
Rossi Chv,Pont,Buick,GMC Inc.  
Saturn of Mt. Olive  
Smith Chrysler Jeep Dodge  
Smith Motor Company, Inc.  
Western Jersey Trucks

### **DISTRICT: 24**

Bell Dodge  
Bell Imports Limited Inc.  
Condit's Ford World of Newton  
Condit's Toyota World  
Family Ford, Inc.  
Franklin Sussex Auto Mall, Inc  
High Point Chevrolet Hyundai  
Hoover Truck Center  
Intercar Mercedes-Benz  
Kevil Chevrolet  
Kingstown Diesel  
Magarino Ford-Mercury  
McGuire Chev-Cad-Isuzu

Newton Motorsport LLC  
Royal Pontiac Buick GMC Inc.  
Salerno Duane Buick-Pont.-GMC  
Sussex County Nissan  
Sussex Imports

### **DISTRICT: 25**

Acura of Denville  
Ayers Chevrolet & Oldsmobile  
Bisson Motor Sales, Inc.  
Corigliano Motors Service, Inc  
Dover Chrysler  
Dover Dodge Inc.  
Gearhart Chevrolet  
Grecco Lincoln-Merc. Mazda Inc  
H & H Mack  
Jack Trebour Ford - Suzuki  
Jim Salerno Pontiac  
Joyce Motors, Inc.  
Maplecrest Ford of Mendham  
Mercedes-Benz of Morristown  
Morristown BMW  
Nissan World of Denville  
Novo Motors, Inc.  
Reinertsen Motors  
Roxbury Chrysler, Inc  
Salerno Duane Infiniti LLC  
Saturn of Denville  
Saturn of Morristown  
Scerbo Buick,Chevrolet,Olds  
Towne Hyundai  
Towne Toyota  
Toyota of Morristown, Inc.  
Trend Motors Ltd.  
Warnock Automotive  
Warnock Chevrolet

### **DISTRICT: 26**

Butler Chrysler-Jeep  
Crestmont Toyota/V.W.  
DeMassi Pontiac-Buick-GMC  
Ed Carney Ford, Inc.  
Hilltop Nissan Inc.  
Land Rover Parsippany  
Loman Auto Group Inc.  
Loman Ford of Parsippany Inc.  
Malcolm Konner Dodge 23 LLC  
Norman Gale Buick-Pont-GMC-Old  
Paul Miller Audi  
Paul Miller Porsche  
Prestige Volvo  
Route 23 Auto Mall LLC  
Route 23 Honda  
Royal Cadillac Corp.  
Royal Pontiac-Oldsmobile, Inc.  
Saturn of Route 23  
Warnock Dodge, Inc.

### **DISTRICT: 27**

Caldwell Toyota  
Chry-Jeep-Dodge of Maplewood  
Clairmont Cadillac  
Compass Dodge  
DCH Audi-VW-Mazda  
Globe Motor Car Company  
Honda of Essex  
Konner Chevrolet, Inc.  
Saturn of Livingston  
Verner-Cadby, Inc.  
Warnock Lexus  
Wigder Chevrolet, Inc.  
Wyman Ford, Inc.

### **DISTRICT: 28**

Bigelow Motors  
Hoffman BMW  
Lynnes Nissan  
Lynnes Subaru

### **DISTRICT: 29**

Hillside Auto Mall  
Route 22 Nissan  
Route 22 Toyota/Honda

### **DISTRICT: 30**

Bob Maguire Chevrolet Inc.  
International Trucks  
Jersey Bus Sales  
Jim Curley Pontiac Buick GMC  
Kelle Chevrolet

Larson Ford, Inc.  
Monmouth American, Inc.  
Pine Belt Chevrolet  
Saturn of Bordentown  
Scott Motor Coach Sales, Inc.  
Sunbird Recreational  
Town Ford, Inc.  
Toyota World of Lakewood

### **DISTRICT: 31**

DiFeo Buick,Pontiac,GMC Inc.  
DiFeo Chevrolet  
DiFeo Hyundai  
DiFeo Nissan  
Hudson Toyota  
Metro Honda  
Metropolitan Volkswagen  
Salerno Duane Chrysler Jeep  
Saturn of Jersey City  
Walsh Dodge

### **DISTRICT: 32**

Beyer Bros. Corp.  
Elm Auto Sales, Inc.  
Hudson County Motors  
J & S Ford, Inc.  
Lynn Chevrolet, Inc.  
McGuire Buick-Pontiac-GMC  
Meadowland Ford Truck Sales  
Ozzie's Ford Store

### **DISTRICT: 33**

Bellavia Audi  
East Coast Chevrolet  
Fuller Chrysler - Jeep  
Hudson Honda

### **DISTRICT: 34**

Crane Chevrolet  
DCH Montclair Jag-Volvo-L/M  
DeCozen Chrysler  
Fette Ford, Inc.  
Garden State Honda  
Gensinger Motors, Inc.  
Hart Buick Company  
Liberty Lincoln-Mercury  
Montclair - Bloomfield Motors

### **DISTRICT: 35**

46 Mitsubishi  
Brogan Cadillac-Olds Corp.  
Decker Dodge  
Hawthorne Auto Sales, Inc.  
Nissan 46  
O'Brien Imports, Inc.  
Paul's Motor Sales & Service  
Totowa Dodge

### **DISTRICT: 36**

Arcola Bus Sales Corp.  
Bellavia Chev-Buick  
Book Chevrolet - Buick  
East Coast Toyota-Mazda  
Franchini Chevrolet  
Frank's Pontiac - GMC Truck  
Prevost Car, Inc.  
Scheeler UD Trucks  
Stadium Ford - Chrysler - Jeep  
Three County Volkswagen Corp.

### **DISTRICT: 37**

All American Ford, Inc.  
All Brands Auto Sales, Inc.  
Benzel-Busch Motor Car Corp.  
D & C Honda of Tenafly  
Deluxe International Trucks  
DiFeo BMW  
East Coast Automotive Inc.  
Englewood Auto Group  
Englewood Jaguar  
Englewood Volvo  
Fisher Nissan of Bergenfield  
Fisher Oldsmobile, Inc.  
Ford of Englewood Inc.  
Grand Dodge of Englewood  
Great American Chevrolet  
KIA of Englewood  
Lexus of Englewood  
M.T.C. Kenworth  
Martin Cadillac, LLC

Maywood Mitsubishi  
Mullane Ford, Inc.  
Park Ave Ford  
Park Ave Infiniti  
Park Avenue Acura  
Park Avenue Motor Corporation  
Parkfield Motors, Inc.  
Parkway Toyota  
Sifford Pontiac-GMC Inc.  
Tenafly Chrysler Jeep  
Town Motors  
Toyota of Hackensack

### **DISTRICT: 38**

Bergen Jaguar  
Cerami Automotive Enterprises  
Chrysler of Paramus  
DCH Paramus Honda  
Dodge of Paramus  
Elmwood Ford Inc.  
Elmwood Motors  
Glen Motors, Inc.  
Jack Daniels Porsche-Audi-V.V.  
Jeep 17  
Kundert Motors, Inc.  
Land Rover Paramus  
Michael Dodge, Inc.  
North Jersey Truck Center  
Paramus Auto Mall  
Pistilli Ford, Inc.  
Prestige Motors Corporation  
Saturn of Paramus  
Teterboro Chrysler-Jeep

### **DISTRICT: 39**

Acura of Ramsey  
Bergen County Dodge  
D & C Chevrolet of Westwood  
Joe Heidt Motors  
Liberty Subaru, Inc.  
Prestige BMW  
Prestige Lexus  
Prestige Toyota  
Ramsey Auto Group  
Ramsey Chevrolet  
Ramsey Chrysler-Jeep  
Ramsey Infiniti  
Ramsey Mazda-Subaru  
Ramsey Mitsubishi  
Ramsey Nissan  
Saturn of Ramsey  
Valley Ford, Inc.  
Westwood Chrysler Jeep  
Westwood Lincoln Mercury Inc.

### **DISTRICT: 40**

Bob Ciasulli Auto Group  
Borough Chrysler-Jeep  
Broadway Bus Sales Inc.  
Brogan Cadillac-Buick Inc  
Brunner Dodge  
DCH Montclair Acura  
Fairway Dodge  
Ken Smith Motors, Inc.  
Mahwah Ford Sales & Serv., Inc  
Mahwah Honda  
Maroon Kia  
McGuire Pontiac - GMC  
Open Road Acura of Wayne  
Paul Miller BMW  
Preakness Chevrolet, Inc.  
Prestige Mini  
Ramsey Pontiac GMC  
Ridgewood's Village Ford, Inc.  
Schumacher Chevrolet, Inc.  
Wayne Dodge  
Wayne Ford  
Wayne Mazda  
Wayne Motors, Inc.  
Wayne Subaru Inc.  
Wyckoff Chrysler Inc.  
Wyckoff Ford Inc.

## NJ CAR Member List

**DISTRICT: 1**

Avalon Honda
Burke Motors Inc.
Gallo GMC Truck Sales, Inc.
Gentilini Ford, Inc.
Joseph Pontiac
GMC Buick
Kindle Ford-Mercury-Lincoln
Lilliston C/P-Dodge-Jeep-Eagle
Lilliston Ford Inc.
Matt Blatt Suzuki - Isuzu
Perry-Egan Chevrolet Olds Inc
Quality Lincoln Merc-Hyundai
RK Chevrolet Inc.
Rossi Honda
South Shore Auto World
Spirit Chevrolet-Oldsmobile
Team Nissan
Toyota of Vineland
Vann Dodge Chrysler
Vineland Mitsubishi

**DISTRICT: 2**

Admiral Nissan, Inc.
Atlantic Chrysler Jeep Audi VW
Bennett Chevrolet Company
Chapman Ford
Galloway Chrysler-Dodge
Holman Lincoln-Mercury-Mazda
Holman Motor Cars
Kerbeck Buick Pont/GMC/Mits
Kerbeck Cadillac/Chevy/Subaru
Marty Sussman Auto Group
Precision Cars Of A.C. Corp.
Saturn of English Creek
Shore Toyota / Lexus of A.C.
South Shore Auto World (M.L.)
Sport Hyundai/Dodge

**DISTRICT: 3**

Bob Novick Chevrolet, Inc.
Bobbitt Pontiac - Buick
Chapman Ford Lincoln Mercury
Country Ford-Mercury
Downer Motor Company
Eakins-Groff Pontiac,Buick,GMC
Holman Ford-Glassboro
Jay Fisher Pontiac & GMC
Riverview Ford of Pennsville
Spirit Chrysler Dodge Jeep

**DISTRICT: 4**

Agresta Pontiac Buick GMC
Avis Volkswagen, Inc.
Classic Auto Group
Classic Nissan of Turnersville
Elkins Chevrolet Inc.
Hitcharama RV
Holman Ford-Turnersville
Holman Linc-Merc Turnersville
Prestige VW - Mitsubishi
Saturn of Turnersville
Toyota of Turnersville

**DISTRICT: 5**

Ace Motor Sales, Inc.
Barlow Buick Pontiac GMC
Chrysler Jeep of Woodbury
Echelon Ford, Inc.
La Flam Chrysler
Mount Ephraim Dodge, Inc.
Pellegrino Chevrolet
Performance Dodge
Toyota of Runnemede
Vallee & Bowe, Inc.
Woodbury Nissan, Inc.

**DISTRICT: 6**

Berlin Chrysler
Cherry Hill Classic Cars
Cherry Hill Dodge, Inc.
Cherry Hill Imports
Cherry Hill Mitsubishi
Cherry Hill Nissan
Cherry Hill Subaru-Jeep-KIA
Cherry Hill Toyota
Cherry Hill Volvo
Chevrolet 73, Inc.

Eckenhoff Buick-Hummer
Fleetway Chrysler Inc
Land Rover Cherry Hill
Mall Chevrolet, Inc.
Martin Chrysler-Subaru-Suzuki
Mercedes-Benz of Cherry Hill
Winner Ford

**DISTRICT: 7**

Arrow Pontiac Buick GMC Inc.
Auerbach Chevrolet Corp.
Ayres Pontiac-Cadillac Company
Barlow Chevrolet - Oldsmobile
Bergey’s Trucks Inc.
Brandow Chevrolet, Inc
Burlington Linc-Merc Suzuki
Burlington Mitsubishi
Burlington Volkswagen - KIA
Classic Cars Nissan
Dodge City / Hyundai City
F. C. Kerbeck & Sons
Holman Infiniti
Holman Lincoln-Mercury
Holman Truck Center
Lexus of Cherry Hill
Liberty Toyota Inc.
Lucas Motor Company
Mall Chrysler Suzuki
Maple Shade Mazda
Marty Sussman Acura
Miller Ford-Subaru-Oldsmobile
TriBoro Pontiac, Inc.
W & D Imports
Willingboro Chrysler
Wolfington Body Company, Inc.

**DISTRICT: 8**

Burns Honda
Burns Pontiac/GMC Trucks Inc.
Classic Chevrolet
DeSimone BMW Ltd.
DeSimone Cadillac Company
Elkins Chevrolet
Hainesport Auto & Truck Center
Holman Ford-Mt. Laurel
Lenihan Oldsmobile, Inc.
Lucas Chevrolet
Lucas Dodge
Medford Ford
Saturn of Mt. Laurel
Village Chrysler Jeep

**DISTRICT: 9**

Agresta Cadillac - Chevrolet
Arena Olds-Pontiac-GMC
Asplundh Buick Pontiac GMC
Bob Ciasulli Auto Mall South
Causeway Ford Linc Merc Jeep
Causeway Honda
Downs Ford, Inc.
Gardner Chevrolet Cadillac Inc
Hammonton Chrysler Dodge Jeep
Hammonton Ford-Mercury
Lester Glenn Buick
Manahawkin Chrysler Dodge
New Gateway Toyota
Ocean Chevrolet-Jeep/Eagle
Pine Belt Automotive
Pine Belt Nissan
Sanford Chrysler-Plymouth, Inc
Saturn of Toms River
Toms River Lincoln-Merc./Mazda

**DISTRICT: 10**

Circle Dodge, Inc.
DeFelice Chevrolet
Garden State Volvo
Surf RV & Auto Center
Tally’s Sales & Service, Inc.
Weisleder Ford, Inc
Weisleder, Inc.

**DISTRICT: 11**

Acura of Ocean
Buhler Dodge, Inc.
Buhler Ford
Buhler Pontiac Isuzu
Circle Infiniti
Coast Buick-Pontiac-GMC Truck
Coast Honda

DCH Kay Honda
Galaxy Toyota
Gold Coast Cadillac
Gold Coast Hummer of Oakhurst
John Lucas Chev-Olds
Land Rover Monmouth
Pine Belt Chevrolet
Plaza Nissan-Ford-Dodge
Ray Catena Jaguar of Monmouth
Ray Catena Lexus Of Monmouth
Rittenhouse-Kerr Inc.
Saturn of Eatontown
DCH
Schneider & Nelson Inc.
Sea Breeze Ford
Sea Coast Chevrolet-Oldsmobile
Sea Coast Mitsubishi
Sea View Auto Corp.
World Chrysler
World Volkswagen

**DISTRICT: 12**

Beacon Chevrolet Oldsmobile
Circle Chevrolet Company
Circle Motorsport, Inc.
Coleman Chrysler Jeep, Inc.
Contemporary Motor Car Company
David Michael Motor Car of Freehold
DCH Freehold Nissan
DCH Freehold Toyota
DCH Saturn of Freehold
Freehold Automotive Group
Freehold Chevrolet Inc.
Freehold Chrysler-Suzuki
Freehold Dodge, Inc.
Freehold Ford
Freehold Mitsubishi
Freehold Pontiac-Buick-GMC
Freehold Subaru
George Wall Lincoln-Mercury
Haldeman Ford of Hightstown
Irwin Lincoln-Mercury-Mazda Company
Maurice Schwartz & Sons, Inc.
Nissan World of Red Bank
Rassas Pontiac, Inc.
Red Bank Volvo, Inc.
Rittenhouse-Kerr Ford
S. B. King & Son, Inc.
Shrewsbury Motors
Windsor Nissan
World Jeep-Subaru

**DISTRICT: 13**

All American Chevrolet, Inc.
Buhler Chrysler - Jeep
DCH Academy Honda
Oasis Chevrolet
Oasis Dodge, Inc.
Oasis Ford
Pine Belt Of Keyport
Remsen Dodge
Straub Lincoln Mercury Inc.
Straub Motors, Inc.
Tom’s Ford, Inc.
Werner’s Automotive, Inc.

**DISTRICT: 14**

Acme Motors
Brad Benson Mitsubishi-Hyundai
Dayton Chevrolet Inc.
Dayton Chrysler Jeep Inc.
Dayton Ford-Dodge
Dayton Toyota
Haldeman Nissan
Hamilton Chrysler
Hamilton Mazda Volkswagen Inc.
Nitti’s Subaru
Perrine Buick-Pontiac-GMC-Hummer

**DISTRICT: 15**

Baker Chrysler Jeep
Capital City Ford
Coleman Buick-Pontiac-GMC,Inc.
Coleman Oldsmobile, Inc.
Colonial Cadillac-Hyundai
Greenfield Dodge, Inc.
Haldeman Ford
Honda of Princeton
Land Rover Princeton
Lawrence Lexus

Lawrence Lincoln Mercury
Lawrence Toyota, Inc.
Malek Chevrolet
Mercedes-Benz of Princeton
Patterson Chevrolet
Precision Acura
Princeton Audi-Volkswagen
Princeton BMW
Princeton Chevrolet
Princeton Nassau-Conover Motor
Princeton Porsche
Sports and Specialist Cars Inc
Trenton Mack Sales & Serv. Inc
Volvo of Princeton

**DISTRICT: 16**

Audi of Bernardsville
Autosport Honda
Belle Mead Garage
Bernardsville Volkswagen
Bill Vince’s Bridgewater Acura
Bound Brook Ford
Bridgewater Volvo
Clayton Amerman, Inc.
Colonial Motors
DiFeo Lexus
Fennessey Buick, Inc.
Fullerton Chrysler-Jeep-Dodge
Fullerton Ford
Kemper Pontiac-Cadillac, Inc.
Millennium Automotive
Millennium Volkswagen
Royal Chevrolet
Somerset Nissan
Team Welsh Jeep Chrysler
Town & Country Motors, Inc.

**DISTRICT: 17**

Brogan Cadillac-Oldsmobile
DCH Brunswick Toyota
DCH Saturn of Brunswick
Malouf Buick-Pontiac-GMC Inc.
Malouf Ford Inc.
Malouf Lincoln-Mercury
Raritan Valley Truck Sales
Somerset Subaru

**DISTRICT: 18**

Bell Ford
Cambria Mack
Campbell Freightliners
D’Amico Lincoln-Mercury, Inc.
East Brunswick Buick-Pont-GMC
H.K. Truck Services, Inc.
Laffin Chevrolet Sales
McDonagh Chrysler Jeep
McDonagh Dodge
Open Road BMW
Open Road Honda
Ray Catena Aston Martin
Ray Catena Infiniti
Ray Catena Jaguar of Edison
Ray Catena Motor Car
Reydel Volkswagen Inc.
Ryan’s Open Road Acura
Volvo of Edison

**DISTRICT: 19**

Bell South
Frystock Sales & Service Corp.
Galleria Lincoln-Mercury
Land Rover Woodbridge
Loman Ford, Inc.
Mauro Motors, Inc.
McGuire Cadillac
Miller Buick Pontiac GMC Corp.
Richard Lucas Chevrolet -Subaru
Route 1 Mazda Woodbridge
Route 1 Toyota
Sansone Chevrolet
Sansone Nissan
Woodbridge Dodge
Woodbridge Lincoln Mercury Inc

**DISTRICT: 20**

Cambria Mack Trucks, Inc.
Maplecrest of Union
Maxon Hyundai-Mazda
Multi Chevrolet

### Introduction

This report provides a summary of the

significant impact that franchised new

automobile dealers have on the New Jersey

economy. It includes estimates of direct and

indirect employment, personal income and tax

collections during 2003. Indirect impacts

account for the residual contribution that occurs

as the result of 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.

Contact information is listed on the back cover.

### Primary Conclusions

- During 2003, New Jersey’s 632 franchised new vehicle dealerships generated over 61,000 jobs.

- New Jersey residents earned over \$2.45 billion as a result of automotive dealership operations.

- Average dealershp payroll approached \$3 million.

- Dealerships collected or paid over \$870 million in State and local taxes.

- Automobile dealerships spent over \$322 million on advertising during 2003.

- Franchised new vehicle dealerships in the State had total sales of nearly \$26 billion in 2003.

- Average dealership sales exceeded \$41 million.

- Collectively, automobile dealers contributed over \$13 million to charitable causes.

# dealership sales

## DEALERSHIP QUICK FACTS

### DEALERSHIP FINANCIAL SUMMARY:

Average dealership sales: \$41,056,000

Average dealership contributions to charitable causes: \$21,000

Average dealership advertising expenses: \$510,000

Number of vehicles serviced by average dealership: 14,600

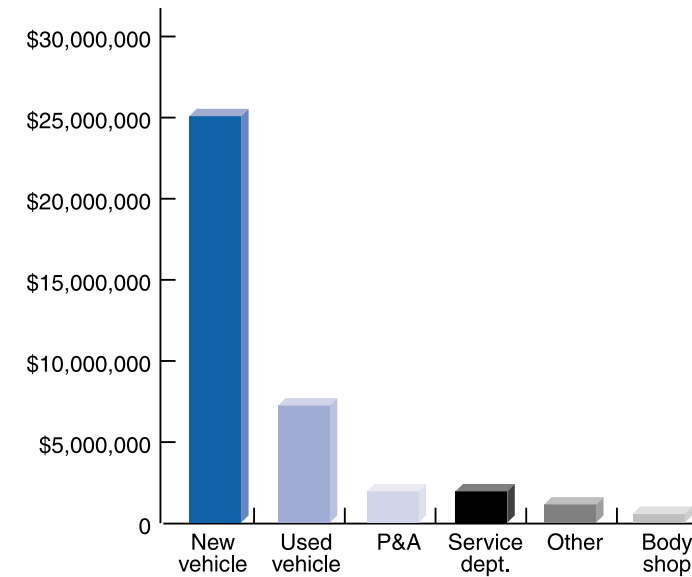
### DEALERSHIP VEHICLE SALES SUMMARY:

Average dealership retail new vehicle sales: 850 units

Average dealership retail used vehicle sales: 800 units

*Shown is a summary of average dealership financial statistics and vehicle sales results during 2003.*

Average Dealership Sales by Department (\$)



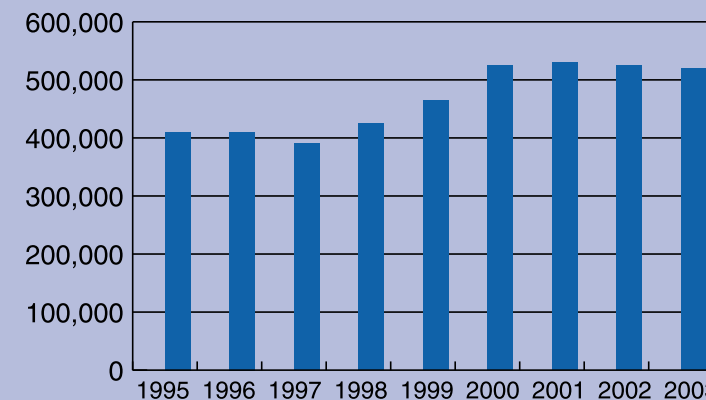
Dealership Sales Summary

Average Dealership Sales \$41,056,000

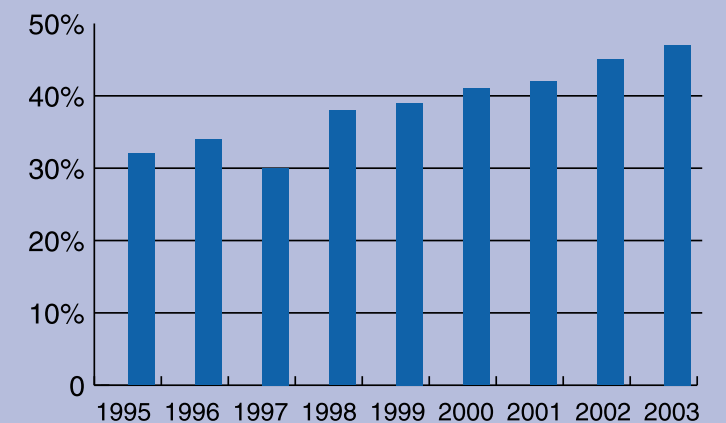
**TOTAL AUTOMOTIVE RETAILING SALES IN NEW JERSEY \$25,947,392,000**

*Franchised new automobile dealers in New Jersey had total sales approaching \$26 billion during 2003. Average dealership sales exceeded \$41 million, with the new vehicle department accounting for nearly two-thirds of the total.*

New Retail Light Vehicle Registrations in New Jersey



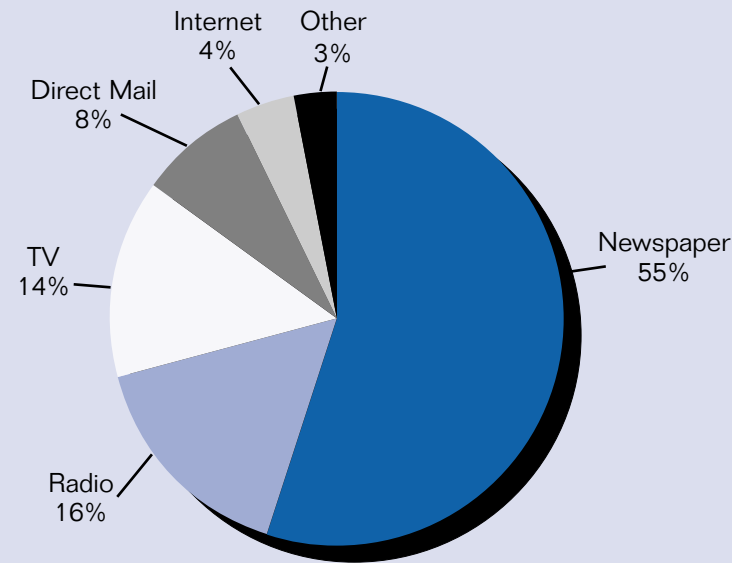
Light Truck Market Share in New Jersey



# advertising

**A**utomobile dealerships spent over \$322 million on advertising during 2003. (This amount does not include mandatory dealership contributions to manufacturer subsidized advertising programs.)

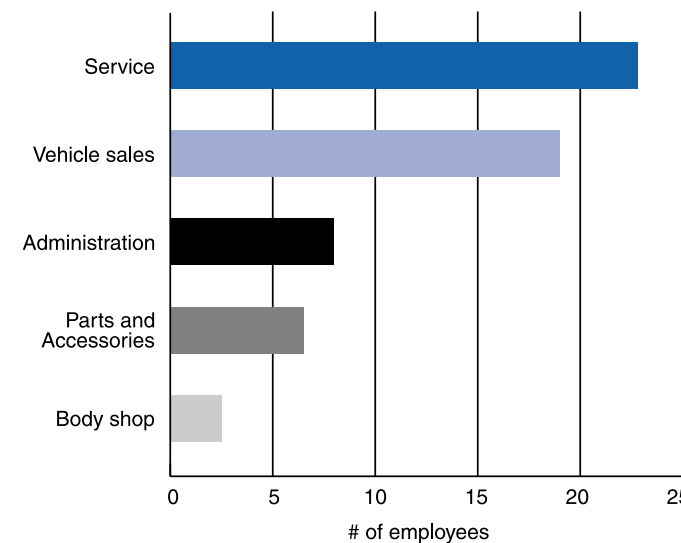
Percentage of Dealership Advertising Expense by Media



# employment

**A**utomobile dealerships in New Jersey employed a total of 39,653 individuals, with an additional 21,809 positions resulting from the indirect economic impacts. The average dealership employed 63 people.

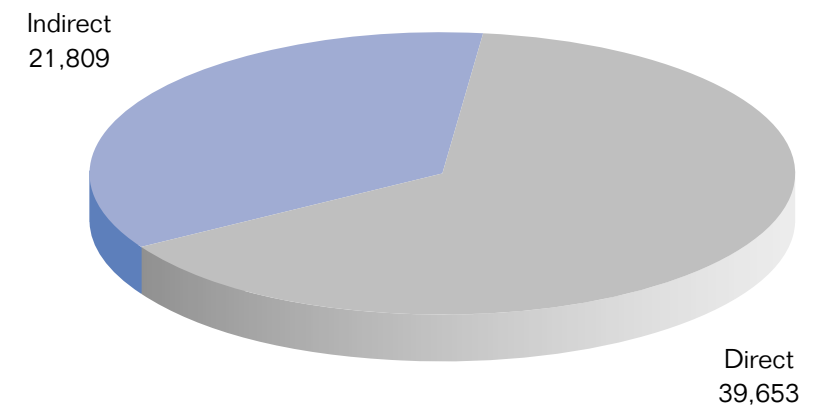
Average Number of Dealership Employees by Department



# new vehicle market review

**N**ew retail registrations of cars and light trucks in New Jersey have exceeded 500,000 units from 2000 through 2003. Light truck market share in the State has increased from 30% in 1997 to 48% in 2003.

Employment Total for New Vehicle Retailing Industry (Direct: at dealerships; Indirect: elsewhere in economy)



Dealerships' Contribution to Statewide Retail Employment

Total employment resulting from auto dealerships	61,462
Total retail employment in the State	477,000
<b>Dealerships' % of retail Statewide total</b>	<b>12.9%</b>

**The average automobile dealership in New Jersey had payroll of nearly \$3,000,000. Payroll for the new vehicle retailing industry was over \$1.8 billion; with the total (including indirect impact) exceeding \$2.4 billion.**

*payroll*

### Employee Compensation

Total payroll (including fringe benefits) for AVERAGE dealership in New Jersey		\$2,986,000
Total number of franchised new vehicle dealerships in New Jersey	x	<u>632</u>
<b>TOTAL EMPLOYEE COMPENSATION AT DEALERSHIPS</b>	=	\$1,887,152,000
Additional indirect employee compensation resulting from dealership operations	+	<u>\$566,145,600</u>
<b>TOTAL EMPLOYEE COMPENSATION TO NEW JERSEY RESIDENTS DUE TO FRANCHISED DEALERSHIP INDUSTRY</b>	=	<b>\$2,453,297,600</b>

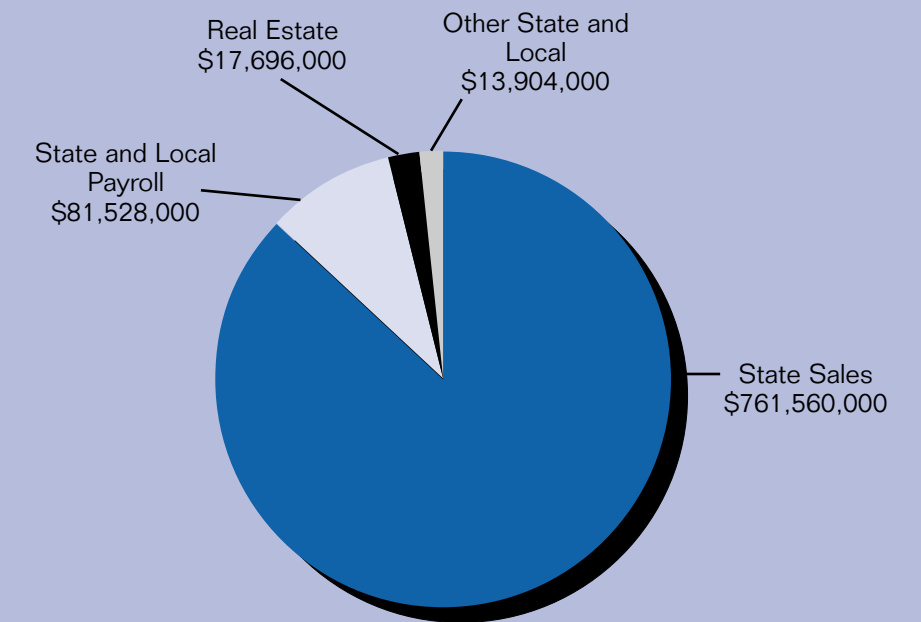
### Total Dealership State and Local Tax Revenue Generation

**\$874,688,000**

**A**utomobile dealerships collected or paid over \$874 million in State and local taxes during 2003. State sales tax revenue exceeded \$761 million. Federal tax revenue generated by dealerships exceeded \$614 million.

*tax revenue*

### State and Local Taxes Collected and/or Paid by Dealerships



### Federal Tax Summary for All Dealerships

Federal Payroll Taxes	\$573,856,000
Federal Business Income Taxes	+ \$41,080,000
<b>TOTAL</b>	<b>= \$614,936,000</b>