



ECONOMIC IMPACT

OF FRANCHISED NEW VEHICLE RETAILERS ON THE NEW JERSEY ECONOMY

Study Sponsored By New Jersey Coalition of Automotive Retailers
Confidential 2020 report compiled from 2019 data
JUNE 2020



DEALERSHIP FINANCIAL SUMMARY - 2019

Average dealership sales: \$72,615,000

Average dealership contributions to charitable causes: \$31,200

Average dealership advertising expenses: \$845,000

Average number of vehicles serviced per dealership: 22,750

DEALERSHIP VEHICLE SALES SUMMARY - 2019

Average dealership retail new vehicle sales: 1,065 units

Average dealership retail used vehicle sales: 810 units

Shown above is a summary of average dealership financial statistics and vehicle sales results during 2019.

During 2019, franchised new vehicle dealerships in the State generated a total of nearly 76,000 jobs. Employment at dealerships increased 26% between 2009 and 2018, and was up slightly in 2019 versus a year earlier.

New Jersey residents earned more than \$4 billion as a result of automotive dealership operations in 2019. Dealerships compensation to employees increased 4.3% last year.

Average dealership payroll was \$5.785 million in 2019, up significantly from just \$3.120 million in 2009. Average salary exceeded \$75,000.

Dealerships collected or paid a total of more than \$1.82 billion in State and local taxes in 2019, up 2.5% from 2018.

Automobile dealerships spent a total of over \$430 million on advertising during 2019.

Franchised new vehicle dealerships in the State had total sales of \$37.034 billion in 2019, an increase of nearly \$16 billion from the 2009 total, and up by almost \$1 billion from 2018.

Average dealership sales were \$72.6 million in 2019, up from \$70.2 million in 2018.

Collectively, automobile dealers contributed nearly \$16 million to charitable organizations in 2019.

This report provides a summary of the significant impact that franchised new vehicle 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 2019. 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, Inc.

A MESSAGE FROM



James B. Appleton
President

New Jersey Coalition of
Automotive Retailers

As we exited 2019, New Jersey retail auto sales were enjoying a third straight year of increases. Neighborhood new car dealers in New Jersey sold nearly 520,000 new vehicles in 2019, up slightly from the prior year. The retail automotive industry accounted for more than \$37 Billion in new and used vehicle, parts and service sales last year, an increase of nearly \$1 billion from 2018 and those sales generated more than \$1.8 Billion in State and local taxes collected or paid by dealerships. Meanwhile, employment in the retail automotive sector increased slightly to nearly 39,300 men and women earning great pay with generous benefits in local jobs that can't be outsourced.

2020 sales were expected to face several obstacles — a continued rise in the average price of new vehicles, historically low interest rates beginning to creep up and average monthly payments continuing to climb — just to name a few. Despite these challenges, during the first 10 weeks of 2020, new vehicle sales continued a positive trend...and then everything changed.

The COVID-19 pandemic made its way to the U.S. in mid-March and hit New Jersey particularly hard. In order to mitigate the spread of the virus, Governor Phil Murphy instituted Statewide stay-at-home orders and shutdown most retail businesses, including dealership showrooms. Vehicle sales plummeted 70-80%, thousands of dealership employees were temporarily laid off or furloughed and the stock market cratered in a matter of days.

One silver lining during the crisis was that dealership service departments were deemed essential and allowed to remain open to serve customers in need. Online sales (*with contactless delivery*) were also permitted. This allowed dealers who chose to remain open, and could quickly adapt, to generate much-needed revenue.

Since mid-March dealerships have worked to follow constantly changing developments and access any capital resources they could to temporarily replace their lost revenue and stay afloat. NJ CAR supported its members with a relentless stream of information that kept dealers up-to-date on a world that seemed to be changing by the hour.

While the retail automotive industry has had an incredible run since 2009, most economists (prior to the pandemic) were expecting retail sales to level-off or decline slightly in 2020. The COVID-19 crisis and resulting retail shutdown has changed that calculation. The crisis is expected to lead to a drop of as much as 20% in vehicle sales when all is said and done in 2020.

THE INDUSTRY WILL RECOVER

The retail auto sector has faced challenges many times before and recovered. **This time will be no different.** Sometimes the turnaround is quick. Other rebounds can take years. Only time will tell what kind of recovery the industry musters following this latest crisis.

Manufacturers have already begun to roll out incredible incentives to lure customers back to dealer showrooms, and they aren't expected to end anytime soon. Add in generous New Jersey electric vehicle incentives that were announced just prior to the pandemic and some plug-in EVs could see five-figure savings and be attractive choices for consumers.

And, in a world of social-distancing and a renewed focus on cleanliness, some industry experts say public transportation and ride-sharing may see a decline. Many people are expected to purchase or lease their own vehicle to serve their mobility needs.

Dealers are masters of adaptability and the changes to day-to-day operations that linger, as a result of the COVID-19 crisis, will be just the latest advancement that will become second nature to dealerships and customers alike in the months ahead.

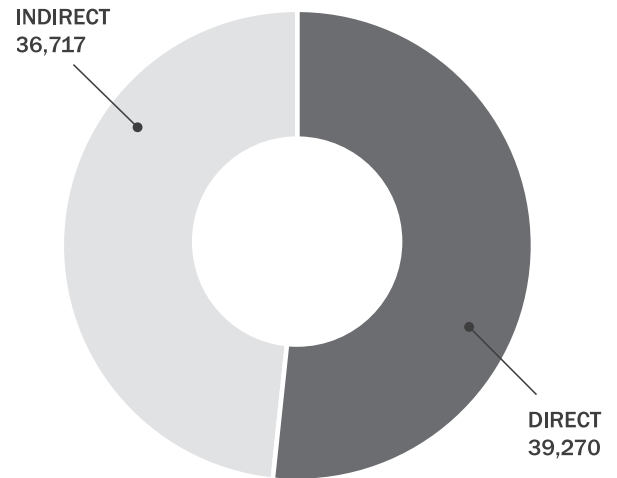
This report highlights the many positive economic benefits New Jersey's neighborhood new car and truck dealerships bring to the cities and towns in which they operate. It also covers the significant tax revenues collected or paid by dealerships to the State of New Jersey. Dealers have invested billions of dollars in their facilities, directly employ or support more than 75,000 jobs in the Garden State, service hundreds of thousands of vehicles and more.

We encourage you to read this report and reflect on the tremendous value auto retailers bring to the marketplace and how they will lead the recovery from the COVID-19 crisis.

EMPLOYMENT

Automobile dealerships in New Jersey employed a total of 39,270 individuals in 2019, with an additional 36,717 positions resulting from indirect economic impact. This total represented 16.4% of total retail employment in the State. Dealership employment (*direct only*) increased 26% during the past ten years (2009 to 2019), and was up slightly in 2018 versus 2019. Average dealership employment was 77. Prior to the onset of the COVID-19 crisis, the majority of dealerships in the State had planned to increase staffing in 2020. On average, dealerships indicated that they planned to increase employment by four individuals during 2020.

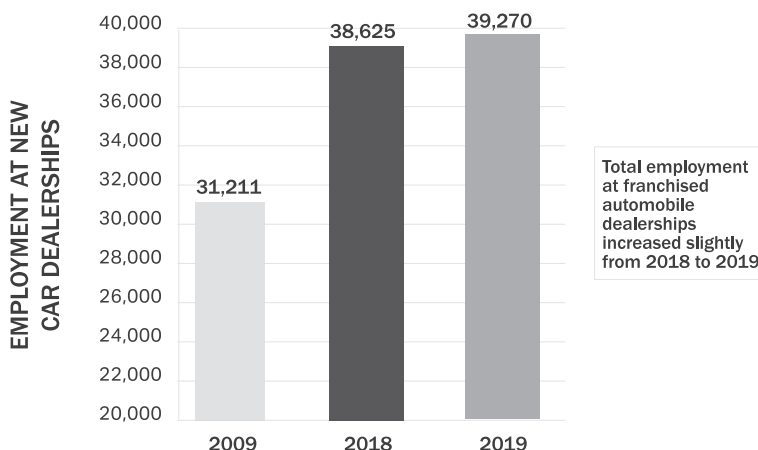
EMPLOYMENT TOTAL FOR NEW VEHICLE RETAILING INDUSTRY - 2019



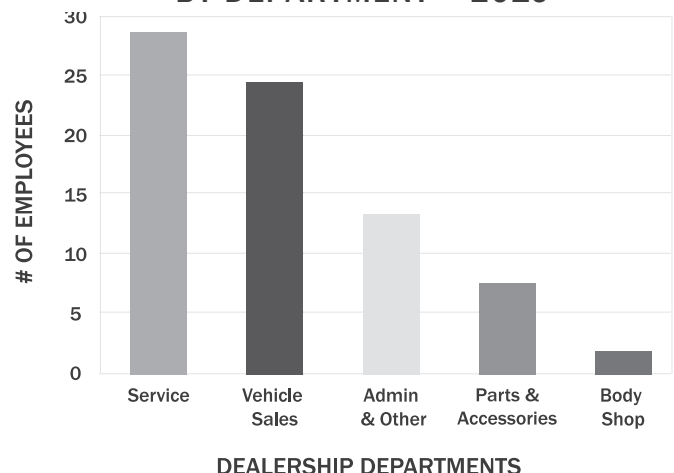
DEALERSHIP CONTRIBUTION TO STATEWIDE RETAIL EMPLOYMENT
2009, 2018 and 2019

	2009	2018	2019	% change '18 to '19
Total Employment Resulting from New Vehicle Dealerships	48,065	74,546	75,987	1.9%
Total Retail Employment in the State	436,100	472,000	463,300	-1.8%
DEALERSHIP % OF RETAIL STATEWIDE TOTAL	11.0%	15.8%	16.4%	

DIRECT EMPLOYMENT AT NEW JERSEY FRANCHISED NEW VEHICLE DEALERSHIPS
2009, 2018, AND 2019



AVERAGE NUMBER OF DEALERSHIP EMPLOYEES BY DEPARTMENT - 2019



PAYROLL

The average automobile dealership in New Jersey had payroll of \$5.785 million in 2019, up 85% from 2009, and \$240,000 higher than in 2018. Payroll for the new vehicle retailing industry was nearly \$3 billion, with the total (*including indirect impact*) exceeding \$4 billion.

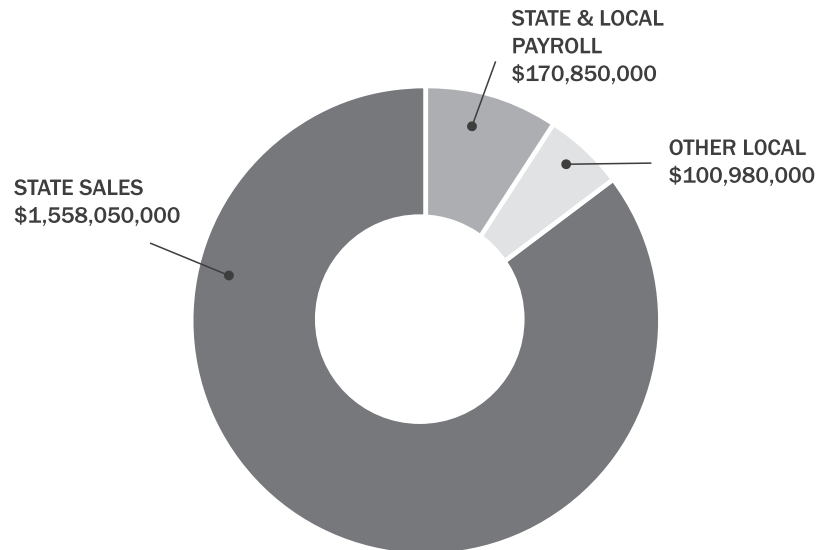
EMPLOYEE COMPENSATION - 2009, 2018 and 2019

	2009	2018	2019	% change '18 to '19
Total Payroll (<i>including fringe benefits</i>) for Average Franchised New Vehicle Dealership in New Jersey	\$3,120,000	\$5,545,000	\$5,785,000	4.3%
TIMES				
Total Number of Franchised New Vehicle Dealerships in New Jersey	529	515	510	-1.0%
EQUALS				
TOTAL EMPLOYEE COMPENSATION AT FRANCHISED NEW VEHICLE DEALERSHIPS	\$1,650,480,000	\$2,855,675,000	\$2,950,350,000	3.3%
PLUS				
Additional Indirect Employee Compensation Resulting from Franchised New Vehicle Dealership Operations	\$478,639,200	\$1,036,610,025	\$1,085,728,800	4.7%
EQUALS				
TOTAL COMPENSATION TO EMPLOYEES OF NEW JERSEY'S NEW VEHICLE RETAILING INDUSTRY	\$2,129,119,200	\$3,892,285,025	\$4,036,078,800	3.7%

TAX REVENUE

Automobile dealerships collected or paid a total of more than \$1.82 billion in State and local taxes during 2019, up 2.5% from 2018. State sales tax revenue exceeded \$1.5 billion. Federal tax revenue generated by dealerships was higher than \$860 million.

STATE AND LOCAL TAXES COLLECTED AND/OR PAID BY FRANCHISED NEW VEHICLE DEALERSHIPS – 2019



STATE AND LOCAL TAXES COLLECTED AND/OR PAID BY FRANCHISED NEW VEHICLE DEALERSHIPS – 2009, 2018 and 2019

	2009	2018	2019	% change '18 to '19
State Sales Tax	\$925,750,000	\$1,519,250,000	\$1,558,050,000	2.6%
State and Local Payroll Taxes	\$99,981,000	\$165,830,000	\$170,850,000	3.0%
Real Estate and Other Local Taxes	\$55,016,000	\$100,425,000	\$100,980,000	0.6%
TOTAL DEALERSHIP STATE AND LOCAL TAX REVENUE	\$1,080,747,000	\$1,785,505,000	\$1,829,880,000	2.5%

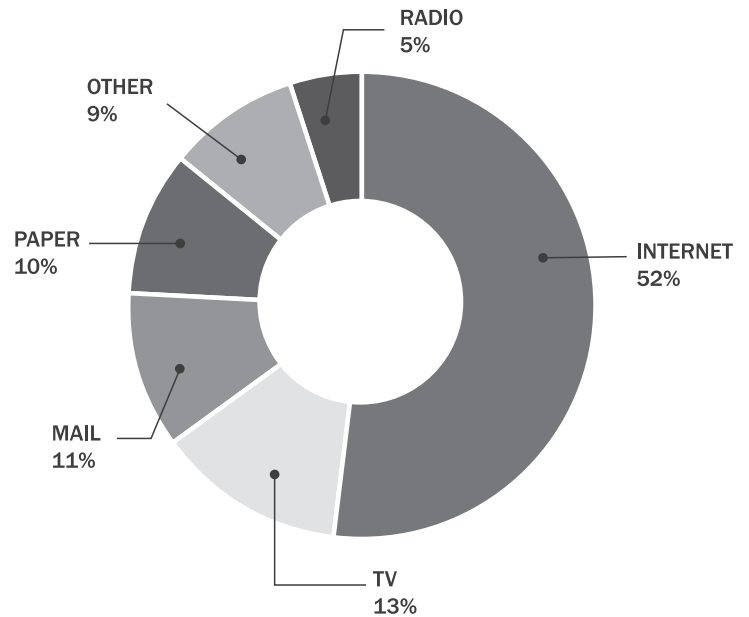
FEDERAL TAX SUMMARY FOR ALL FRANCHISED NEW VEHICLE DEALERSHIPS - 2009, 2018 and 2019

	2009	2018	2019	% change '09 to '19
Federal Payroll Taxes	\$471,868,000	\$775,075,000	\$803,250,000	3.6%
Federal Business Income Taxes	\$38,617,000	\$58,195,000	\$59,160,000	1.7%
TOTAL	\$510,485,000	\$833,270,000	\$862,410,000	3.5%

ADVERTISING

New franchised automobile dealerships spent a total of over \$430 million on advertising during 2019, up from \$301 million in 2009. Internet accounted for the largest percentage of dealership advertising (52%).

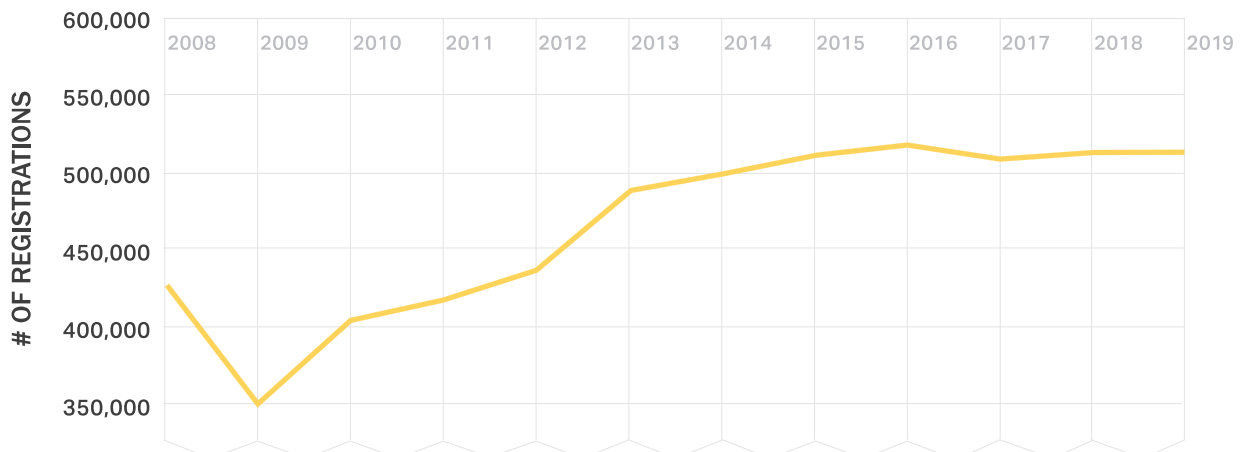
PERCENTAGE OF FRANCHISED NEW VEHICLE DEALERSHIP ADVERTISING EXPENSE BY MEDIA - 2019



NEW VEHICLE MARKET

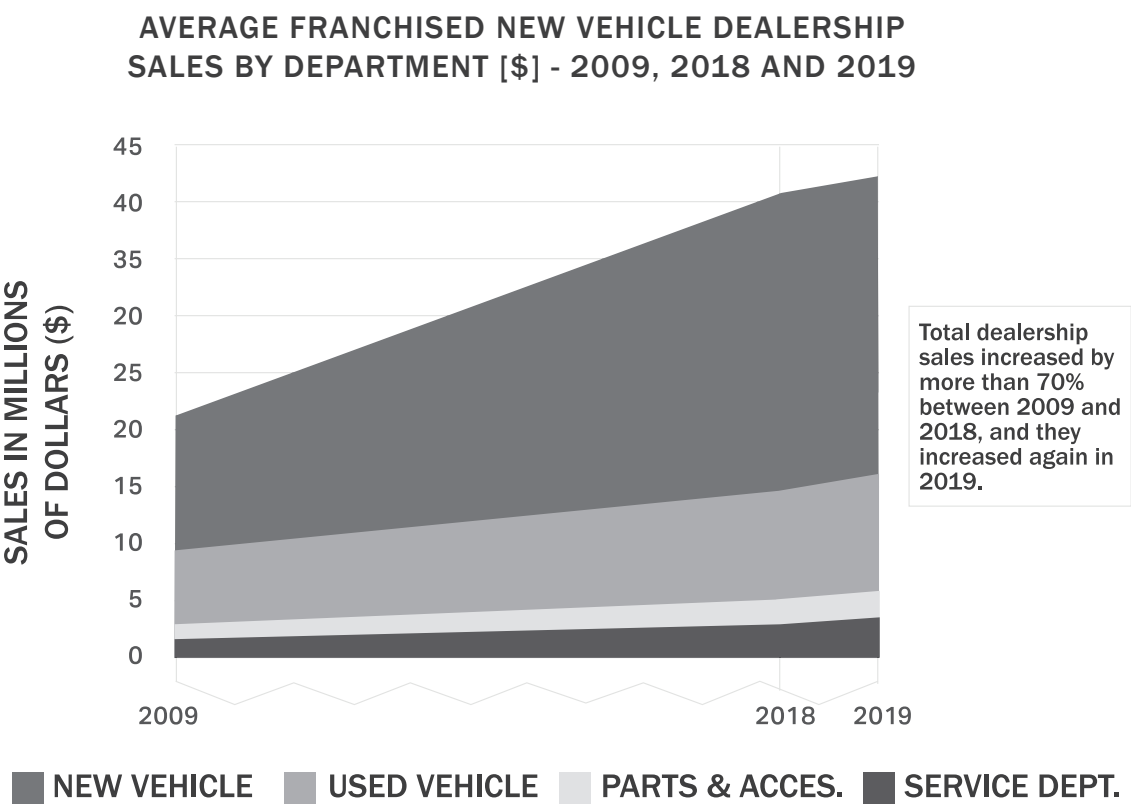
New retail registrations of cars and light trucks in New Jersey fell to below 360,000 units in 2009. The market fully recovered, increasing to more than 530,000 units in 2016, and remaining well above 500,000 from 2017 through 2019. The COVID-19 pandemic will likely result in a decline of more than 20% in 2020.

NEW RETAIL LIGHT VEHICLE REGISTRATIONS IN NEW JERSEY
2000 - 2019



DEALERSHIP SALES

New franchised automobile dealerships in New Jersey had total sales exceeding \$37 billion during 2019. Average dealership sales were \$72.6 million last year, up by more than \$32 million from 2009, and higher than in 2018.



FRANCHISED NEW VEHICLE DEALERSHIP SALES SUMMARY 2009, 2018 and 2019

	2009	2018	2019	% change '09 to '19
Average Franchised New Vehicle Dealership Sales	\$40,100,000	\$70,200,000	\$72,615,000	3.4%
TOTAL AUTOMOTIVE RETAILING SALES IN NJ	\$21,212,900,000	\$36,153,000,000	\$37,033,650,000	2.4%

POWERING THE WAY TO AN ELECTRIC FUTURE

New Jersey franchised new car and truck dealerships are best positioned to lead the electric vehicle revolution.

% of franchised car and truck dealerships that will offer EVs for sale in 2020:

90%

Number of EV and plug-in hybrid models currently available at franchised new car and truck dealerships:

38 vehicles

% change in EV sales at franchised new car and truck dealerships (2018 versus 2019):

↑ 88%

Incentives available for EV Buyers:

- State sales tax exemption
- State EV incentive (up to \$5,000)
- Federal tax credit (up to \$7,500)
- Manufacturer incentive
- Dealer incentive



NJ CAR MEMBER LIST

DISTRICT 1

Action Hyundai of Millville
Avalon Honda
Burke Motors, Inc.
Gentilini Chevrolet
Gentilini Ford, Inc.
Kindle Ford Lincoln
Lilliston Chrysler Dodge Jeep
Lilliston Ford, Inc.
RK Chevrolet Subaru Kia
Rossi Honda
Team Nissan
Toyota of Vineland
Vann Dodge Chrysler Jeep

DISTRICT 2

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

DISTRICT 3

Bayshore Ford of Pennsville, Inc.
Bentley Truck Services Logan Twp.
Bob Novick Auto Mall
Freightliner of Bridgeport
Liberty Kenworth of South Jersey
Matt Blatt Glassboro Imports
Mitsubishi
Pellegrino Chrysler Jeep
Pointe Buick 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
Bentley Truck Services 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
Holman Ford Lincoln-Maple Shade
Holman Infiniti
Jaguar Land Rover Cherry Hill
Mall Chevrolet, Inc.
Maple Shade Mazda
Mercedes-Benz of Cherry Hill
Subaru of Cherry Hill
Winner Ford

DISTRICT 7

Barlow Chevrolet
Burlington Chevrolet, Inc.
Burlington Kia
Burlington Volkswagen
Davis Honda
Dodge Chrysler City
F.C. Kerbeck & Sons
Holman Cadillac
Holman Toyota
Lexus of Cherry Hill
Liberty Toyota
Lucas Ford
Mini of Mount Laurel

DISTRICT 8

Arena Buick GMC
Burns Buick GMC Hyundai
Burns Honda
Elkins Chevrolet
Hainesport Auto & Truck Center
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
Manahawkin Kia

DISTRICT 10

All American Mazda in Brick
Audi Toms River
Downs Ford
Gateway Toyota
Honda of Toms River
Lester Glenn Buick GMC
Lester Glenn Chevrolet
Lester Glenn Chrysler Jeep Dodge
Ram
Lester Glenn Hyundai-Toms River
Lester Glenn Mazda
Lester Glenn Subaru
Matt Blatt Kia Toms River
Pine Belt Cadillac of Toms River
Pine Belt Nissan of Toms River
Porsche Toms River
Toms River Mitsubishi Motors
Toms River Volkswagenn

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 Nissan
Freehold Subaru
Galaxy Toyota
George Wall Ford Lincoln
Gold Coast Cadillac
Honda of Freehold
Irwin Lincoln Mazda
Jaguar Land Rover Monmouth
Lester Glenn Ford
Maurice Schwartz & Sons, Inc.
Mini of Monmouth
Nissan World of Red Bank
Platinum Mitsubishi
Porsche Monmouth
Raceway Kia of Freehold
Ray Catena Lexus of Freehold
Ray Catena Lexus of Monmouth
Ray Catena Maserati
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 Chrysler Dodge Jeep 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.
Pine Belt of Keyport
Ray Catena Motors of Marlboro LLC
Straub Motors, Inc.
Tom's Ford

DISTRICT 14

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

DISTRICT 15

Ciocca Chevrolet of Princeton
Coleman Buick GMC Cadillac
Davis Hyundai

Haldeman Ford
Haldeman Lexus of Princeton
J & S Mitsubishi
Lawrenceville Ford Lincoln
Mercedes-Benz of Princeton
Porsche of Princeton
Precision Acura
Route 1 Chrysler Dodge Jeep Ram
Scott Harvey Auto Group
Team Toyota of Princeton
Volvo Cars Princeton

DISTRICT 16

Acme Nissan
Audi Princeton
Baker Chrysler Jeep Dodge, Inc.
Bridgewater Nissan
Dayton Toyota
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
Honda of Princeton
Hyundai of South Brunswick
Jaguar Land Rover Princeton
Mercedes-Benz of Flemington
Volkswagen Princeton
Volvo Cars Bridgewater

DISTRICT 17

DCH Brunswick Toyota
Foley, Inc.
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 Infiniti
Ray Catena Jaguar of Edison
Ray Catena Motor Car
Reydel Volkswagen, Inc.
Route 18 Chrysler Jeep Dodge Ram

DISTRICT 19

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

DISTRICT 20

Maplecrest of Union
Maxon Buick GMC
Maxon Hyundai Mazda
Open Road Chevrolet
Open Road Subaru
Planet Honda
Ray Catena of Union
Reydel Volkswagen of Linden
Route 22 Honda
Route 22 Nissan
Route 22 Toyota

DISTRICT 21

Autoland Chrysler Jeep Dodge Ram
Autoland Toyota
BMW of Springfield
Crown Cadillac, Inc.
Douglas Infiniti
Douglas Volkswagen
HFI Truck Center
Liccardi Ford, Inc.
Nissan World of Springfield
Salerno-Duane, Inc.
Smythe Volvo, Inc.
Springfield Acura
Springfield Truck Center, Inc.
Team Welsh Jeep Chrysler

DISTRICT 22

Bell Mitsubishi
Crystal Motors
Global Auto Mall
Green Brook Buick GMC
Liccardi Chrysler Dodge
Liccardi Mitsubishi
North Plainfield Nissan
VIP Honda

DISTRICT 23

Audi Bridgewater
Autosport Honda
Bill Vince's Bridgewater Acura
BMW of Bridgewater
Bridgewater Chevrolet
Bridgewater Kia
Clinton Acura
Honda of Hackettstown
Johnson Buick GMC Cadillac, Inc.
Johnson Dodge Chrysler
Lexus of Bridgewater
Motion Kia
Opdyke's Sales & Service
Open Road of Bridgewater
Open Road Volkswagen of
Bridgewater
Phillipsburg Easton Honda, Inc.
Ray Catena Infiniti of Bridgewater
Rossi Chevrolet Buick GMC
Route 46 Subaru
Smith Motor Company, Inc.
Toyota World of Clinton

DISTRICT 24

Audi Newton
Franklin Sussex Auto Mall, Inc.
Franklin Sussex Hyundai
Hoover Truck Center
McGuire Chevrolet Cadillac
Mercedes-Benz of Newton
Motion Chevrolet
Nielsen Ford
Nissan of Stanhope
Open Road of Newton

Royal Buick GMC, Inc.

Subaru World of Newton
Sussex Honda
Toyota World of Newton
Volkswagen World of Newton

DISTRICT 25

Acura of Denville
Beyer Chrysler Jeep Dodge Ram
Beyer Ford
Dover Dodge Chrysler Jeep, Inc.
Family Ford, Inc.
Gateway Kia of Denville
H & H Mack Sales
Joyce Honda
Maplecrest Ford, Inc.
Mercedes-Benz of Morristown
Nielsen Chevrolet
Nissan World of Denville
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
Rossi Chrysler Dodge Jeep Ram
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

Bentley Parsippany
DCH Montclair Acura
DeCozen Chrysler Jeep Dodge
Jaguar Land Rover Parsippany
Mercedes-Benz of Caldwell
Ott Miller Chevrolet of West Caldwell
Paul Miller Audi
Paul Miller Honda of West Caldwell
Paul Miller Porsche
Paul Miller Subaru
Paul Miller Toyota of West Caldwell
Performance Nissan of Butler
Precision Chrysler Jeep Dodge Ram
Route 23 Auto Mall
Verner-Cadby, Inc.

DISTRICT 27

DCH Millburn Audi
Hilltop Nissan, Inc.
Lexus of Route 10
Madison Honda
Maserati of Morris County
Nielsen Chrysler Jeep Dodge Ram
Open Road Cadillac
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
Coast Honda
Colonial Airstream
DiFeo Kia
Honda Universe
Jim Curley Buick GMC
Larson Ford, Inc.
Pine Belt Chevrolet of Lakewood
Pine Belt Chrysler Jeep Dodge Ram
Pine Belt Subaru
Sea Breeze Ford
T & T Coast Buick GMC
Toyota World of Lakewood
Volvo Cars Manasquan

DISTRICT 31

Chevrolet of Jersey City
Hudson Chrysler Jeep Dodge
Hudson Hyundai Subaru
Hudson Nissan
Hudson Toyota
Jersey City Kia
Metro Honda

DISTRICT 32

Audi Meadowlands
Beyer Bros. Corp.
Hudson County Motors
Hudson Honda
McGuire Buick GMC (NB)
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.
MTC Kenworth
Quality Auto Mall
Scheeler Trucks Sales & Service
Teterboro Chrysler Jeep
Three County Volkswagen Corp.

DISTRICT 37

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.
Jaguar Land Rover Englewood
Lexus of Englewood
Parkway Toyota
Prestige Lincoln of Englewood
Prestige Volvo Cars Englewood
Quality Chevrolet Buick GMC
Riverside Nissan
Town Motors
Toyota of Hackensack

DISTRICT 38

All American Ford of Paramus
All American Lincoln of
Paramus LLC
Chrysler Dodge Jeep of Paramus
DCH Paramus Honda
Elite Nissan of Bergenfield
Glen Toyota
Hawthorne Chevrolet
Jack Daniels Audi
Jack Daniels Kia
Jack Daniels Volkswagen
Jaguar Land Rover Paramus
Kundert Volvo Cars of Hasbrouc
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
Route 17 Nissan

DISTRICT 39

Acura of Ramsey
BMW of Ramsey
Buick GMC of Mahwah
Cadillac of Mahwah
Jack Daniels Audi-Upper Saddle
Jack Daniels Porsche
Joe Heidt Motors
Liberty Hyundai
Liberty Kia
Liberty Subaru, Inc.
Mahwah Ford Sales & Service, Inc.
Mahwah Honda
Maserati of Bergen County
Mini of Ramsey
Prestige Lexus of Ramsey
Prestige Toyota of Ramsey
Ramsey Alfa Romeo Fiat
Ramsey Chrysler Jeep Dodge
Ramsey Infiniti
Ramsey Mazda
Ramsey Nissan
Ramsey Subaru
Ramsey Volvo

DISTRICT 40

Crestmont Toyota Volkswagen
Lincoln of Wayne
McGuire Buick GMC (LF)
Open Road Acura of Wayne
Paul Miller BMW
Route 23 Kia
Route 46 Chrysler Jeep Dodge
Schumacher Chevrolet of Little Falls
Toyota Universe
Tri-County Lexus
Wayne Ford
Wayne Mazda Hyundai
Wayne Subaru, Inc.

METHODOLOGY

Dealership financial data (*and other information cited in this report*) was collected from information reported by New Jersey franchised automotive retailers in 2019.

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.

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