

ECONOMIC IMPACT

of Franchised New Vehicle
Retailers on the
New Jersey Economy



Study Sponsored By New Jersey
Coalition of Automotive Retailers

Confidential 2021 report
compiled from 2020 data

MAY 2021

INTRODUCTION

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 2020. 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.

NEW JERSEY FRANCHISED NEW VEHICLE DEALERS VITAL CONTRIBUTORS TO THE STATE'S ECONOMY IN 2020:

Total jobs in New Jersey attributable to franchised new vehicle dealerships:	69,258
Number of jobs per new vehicle dealership	70
Total earnings for New Jersey residents attributable to dealership operations	\$3.8 billion
Average dealership payroll expense (<i>including fringe benefits</i>)	\$5.485 million
Total state and local taxes collected or paid	\$1.73 billion
Total dealership sales (<i>dollars</i>)	\$34.6 billion
Total dealership contributions to charitable causes	\$14.9 million

PANDEMIC'S IMPACT ON NEW VEHICLE RETAILERS:

Change in statewide new and used vehicle sales from 2019 to 2020	Down 15%
Change in total dealerships sales (<i>\$'s</i>) from 2019 to 2020	Down 6.5%
Total expenses to comply with COVID-19 regulations	\$31.6 million

NEW VEHICLE DEALERS PROVIDED ECONOMIC STABILITY DURING AN UNPRECEDENTED CRISIS:

Decline in average dealership employment	7 (<i>less than 10% of workforce</i>)
Decline in average dealership payroll	just 5.2%
Average salary per dealership employee	\$70,800
Projected increase in dealership employment from 2020 to 2021	up 7%





PRESIDENT'S MESSAGE

The pandemic-stricken 2020 was a down year for retail automotive sales. This was not unexpected but, considering the unprecedented challenges we faced due to COVID-19, it could have been a hell of a lot worse.

New and used vehicle sales were down 15% in 2020, from nearly 520,000 vehicles in 2019 to approximately 446,500 in 2020. **Considering vehicle sales were down an astronomical 70-80% in April and May of 2020**, a 15% annual decline could easily be considered a "win".

Dealership revenue was down 6.5% in 2020, from \$37 billion to \$34.6 billion. A serious decline, no doubt. But it is worth noting that sales dropped to \$21.2 billion during the great recession in 2009.

There was a 10% reduction in dealership employment in 2020, with the industry directly employing approximately 35,700 individuals and supporting another 33,600 jobs in New Jersey. Considering the impact of the pandemic on the overall retail environment, a 10% year-over-year decline is good news. ***Even better, we expect the vast majority of the 2020 employment loss to be reversed as dealerships build back jobs in 2021.***

State and local tax revenue generated by New Jersey's neighborhood new car and truck dealerships were down 5.4%, from \$1.83 billion in 2019 to \$1.73 billion in 2020. At a time when the State was facing a historic drop in expected revenue as well as a corresponding increase in spending to help support the millions of people and businesses impacted by the pandemic, **the auto retail industry continued to be a primary driver of the State's economy.**

We are now into our second year of the pandemic, but there is light at the end of the tunnel. Vaccination production and distribution continues to improve, and the pace of individuals being vaccinated continues to increase across the country and right here in New Jersey. These are positive developments that are leading our elected officials to slowly loosen restrictions, open up the economy and get us back to whatever our post-COVID "normal" turns out to be.

By all accounts, New Jersey's neighborhood new car and truck dealerships adapted quickly and managed to re-invent the way they operate practically overnight. Some of the changes to day-to-day operations, and other efficiencies will likely become permanent long after the COVID-19 crisis has subsided. The adaptability of the industry has been incredible to see and a testament to the strength of the automotive franchise system and the many benefits it brings to New Jersey consumers.

This report highlights the many positive economic benefits New Jersey's neighborhood new car and truck dealerships bring to the State, as well as the hundreds of cities and towns in which they operate. The numbers may have been a bit lower in 2020, but the industry continues to play an important role as the economic engine on Main Street.



James B. Appleton
President
New Jersey Coalition of
Automotive Retailers

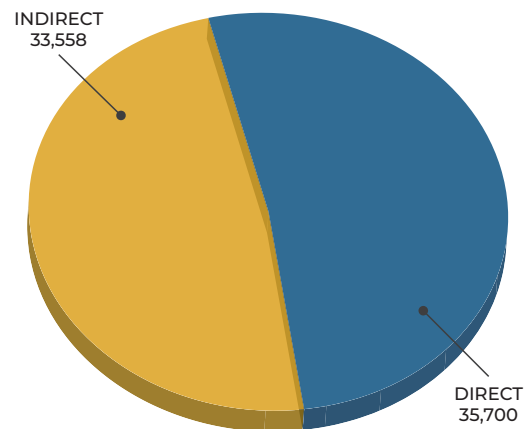
EMPLOYMENT

In 2020, New Jersey new vehicle dealerships directly employed a total of 35,700 individuals. An additional 33,558 individuals were employed due to the indirect impact of dealership operations.

Automobile dealership operations accounted for 17% of total retail employment in the state. *(This included both direct and indirect employment.)*

Employment in the industry declined 9% from 2019 to 2020, due to the COVID-19 pandemic. Employment was at a low point in April of 2020, with many dealerships reducing staff by 50% or more. Dealerships indicated that they planned to accelerate hiring in 2021, with employment approaching pre-crisis levels by the end of the year.

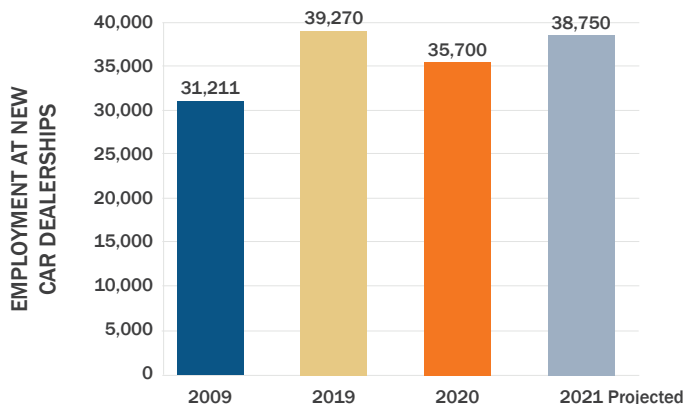
EMPLOYMENT TOTAL FOR NEW VEHICLE RETAILING INDUSTRY - 2020



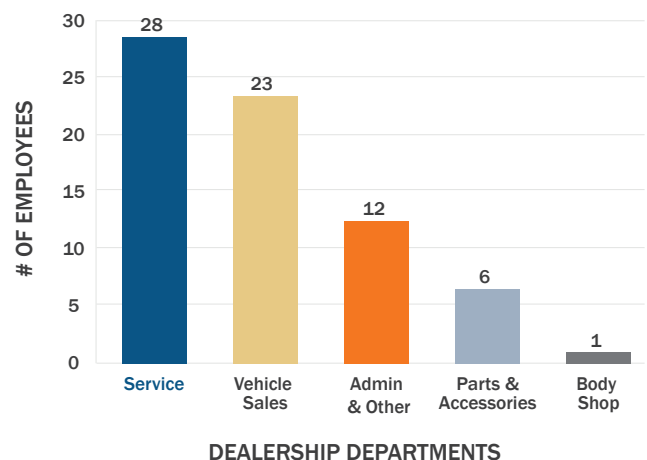
DEALERSHIP CONTRIBUTION TO STATEWIDE RETAIL EMPLOYMENT 2009, 2019 and 2020

	2009	2019	2020	% change '19 to '20
Total Employment Resulting from New Vehicle Dealerships	48,065	75,987	69,258	-8.9%
Total Retail Employment in the State	436,100	449,900	406,600	-9.6%
DEALERSHIP % OF RETAIL STATEWIDE TOTAL	11.0%	16.9%	17.0%	

DIRECT EMPLOYMENT AT NEW JERSEY FRANCHISED NEW VEHICLE DEALERSHIPS 2009, 2019, AND 2020



AVERAGE NUMBER OF DEALERSHIP EMPLOYEES BY DEPARTMENT - 2020



PAYROLL

In 2020, the average New Jersey dealership paid \$5.485 million to its employees (*including fringe benefits*). Including both direct and indirect sources, the new vehicle retailing industry resulted in more than \$3.8 billion of total compensation to New Jersey residents!

Payroll costs declined by 5.2% last year, but the drop was smaller than the 9% decline in employment. Dealerships indicated that they plan to increase overall compensation by 7% in 2021.

New car dealerships continue to provide high-paying jobs to New Jersey residents. Average salary per employee exceeded \$70,000.

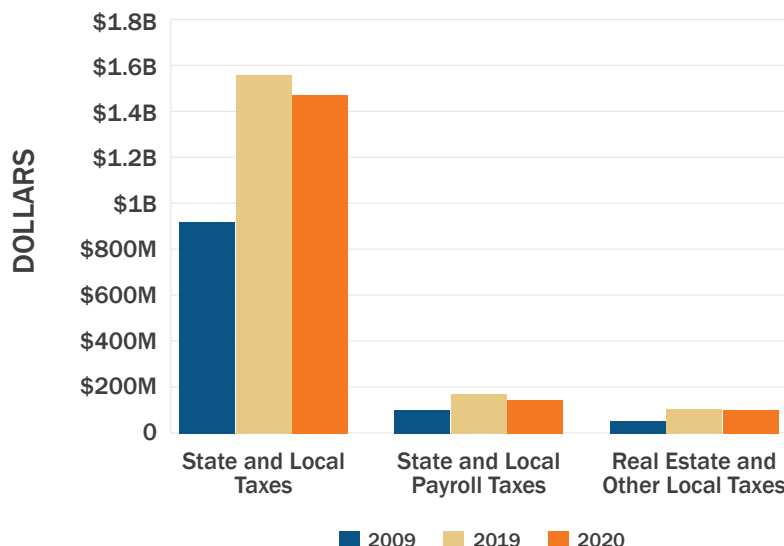
EMPLOYEE COMPENSATION - 2009, 2019 and 2020

	2009	2019	2020	% change '19 to '20
Total Payroll (<i>including fringe benefits</i>) for Average Franchised New Vehicle Dealership in New Jersey	\$3,120,000	\$5,785,000	\$5,485,000	-5.2%
TIMES				
Total Number of Franchised New Vehicle Dealerships in New Jersey	529	510	510	0.0%
EQUALS				
TOTAL EMPLOYEE COMPENSATION AT FRANCHISED NEW VEHICLE DEALERSHIPS	\$1,650,480,000	\$2,950,350,000	\$2,797,350,000	-5.2%
PLUS				
Additional Indirect Employee Compensation Resulting from Franchised New Vehicle Dealership Operations	\$478,639,200	\$1,085,728,800	\$1,040,614,200	-4.2%
EQUALS				
TOTAL COMPENSATION TO EMPLOYEES OF NEW JERSEY'S NEW VEHICLE RETAILING INDUSTRY	\$2,129,119,200	\$4,036,078,800	\$3,837,964,200	-4.9%

TAXES

In 2020, franchised new vehicle dealerships in New Jersey collected or paid more than \$1.7 billion in state and local taxes, an average of \$3,394,000 per dealership. Federal payroll taxes for the industry exceeded \$826 million.

STATE AND LOCAL TAXES COLLECTED AND/OR PAID BY FRANCHISED NEW VEHICLE DEALERSHIPS – 2009, 2019 AND 2020



STATE AND LOCAL TAXES COLLECTED AND/OR PAID BY FRANCHISED NEW VEHICLE DEALERSHIPS – 2009, 2019 and 2020

	2009	2019	2020	% change '19 to '20
State Sales Tax	\$925,750,000	\$1,558,050,000	\$1,437,900,000	-5.4%
State and Local Payroll Taxes	\$99,981,000	\$170,850,000	\$155,550,000	-9.0%
Real Estate and Other Local Taxes	\$55,016,000	\$100,980,000	\$101,490,000	0.5%
TOTAL DEALERSHIP STATE AND LOCAL TAX REVENUE	\$1,080,747,000	\$1,829,880,000	\$1,730,940,000	-5.4%

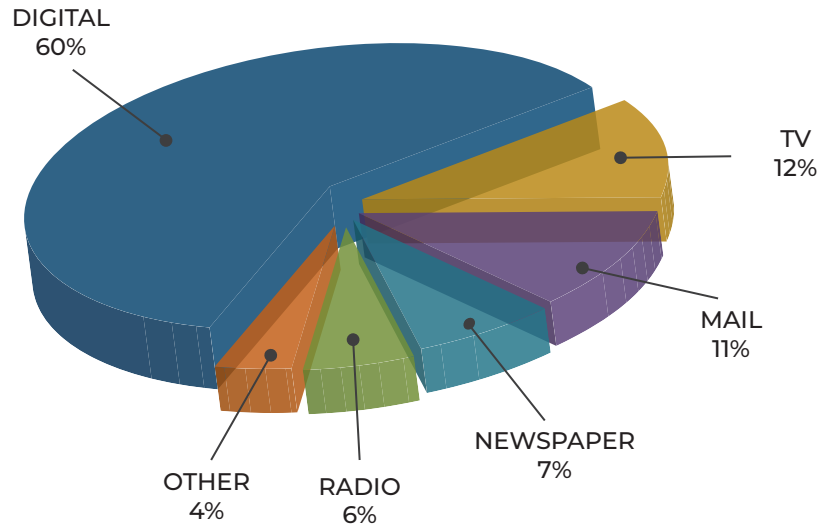
FEDERAL TAX SUMMARY FOR ALL FRANCHISED NEW VEHICLE DEALERSHIPS - 2009, 2019 and 2020

	2009	2019	2020	% change '19 to '20
Federal Payroll Taxes	\$471,868,000	\$803,250,000	\$767,550,000	-4.4%
Federal Business Income Taxes	\$38,617,000	\$59,160,000	\$58,650,000	-0.9%
TOTAL	\$510,485,000	\$862,410,000	\$826,200,000	-4.2%

DEALERSHIP ADVERTISING AND MARKET SUMMARY

Average dealership advertising expenses in 2020 were \$695,000. Total for the industry exceeded \$354 million. The majority of expenditures were devoted toward digital media.

PERCENTAGE OF FRANCHISED NEW
VEHICLE DEALERSHIP ADVERTISING
EXPENSE BY MEDIA - 2020

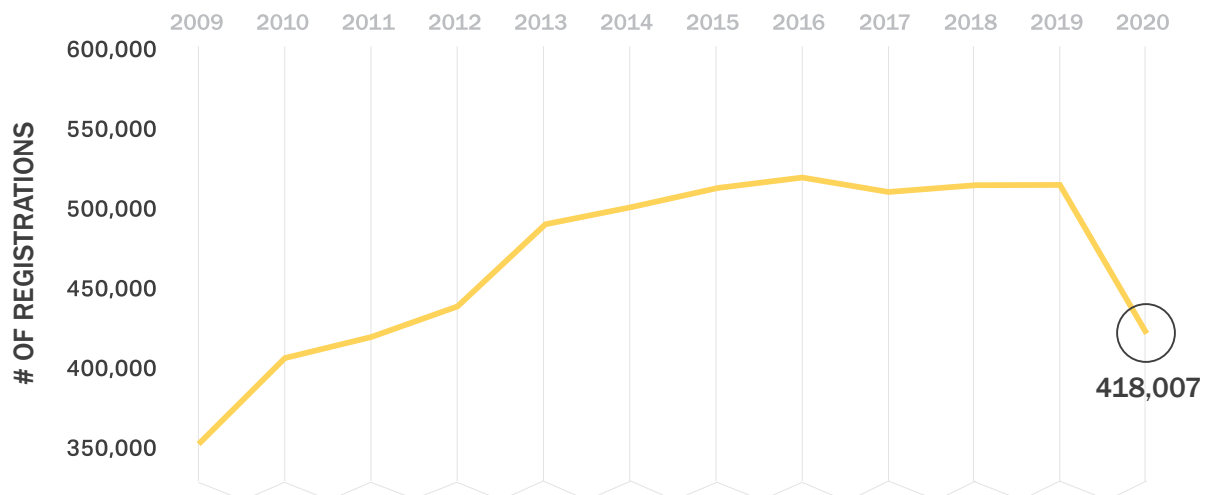


NEW VEHICLE MARKET

As shown on the graph, combined new retail car and light truck registrations in the state improved from 2009 thru 2019, following a sharp decline from 2007 to 2009. Registrations declined 19.6% in 2020.

Source: AutoCount data from Experian

NEW RETAIL LIGHT VEHICLE REGISTRATIONS IN NEW JERSEY 2009 – 2020

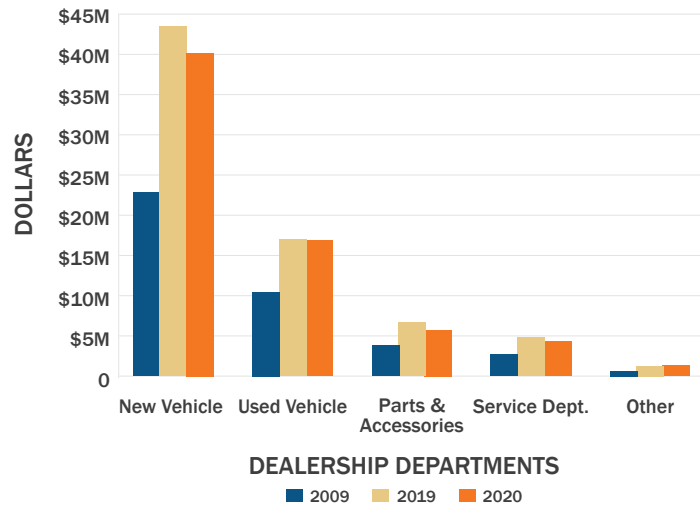


DEALERSHIP SALES

Total sales for franchised new vehicle dealerships in New Jersey during 2020 exceeded \$34.6 billion. Average dealership sales were \$67.9 million, with nearly \$40 million resulting from new vehicle sales.

Total dealership sales declined 6.5% from 2019 to 2020, but easily exceeded the low-point of just over \$21.2 billion during the great recession in 2009.

AVERAGE FRANCHISED NEW VEHICLE DEALERSHIP SALES BY DEPARTMENT [\$] - 2009, 2019 AND 2020



FRANCHISED NEW VEHICLE DEALERSHIP SALES SUMMARY 2009, 2019 and 2020

	2009	2019	2020	% change '19 to '20
Average Franchised New Vehicle Dealership Sales	\$40,100,000	\$72,615,000	\$67,900,000	-6.5%
TOTAL AUTOMOTIVE RETAILING SALES IN NJ	\$21,212,900,000	\$37,033,650,000	\$34,629,000,000	-6.5%



ELECTRIC VEHICLES

New Jersey franchised new vehicle dealerships: Powering the way to an electric future.

Percentage (%) of franchised car and truck dealerships that offered EVs for sale in 2020:

89%

Average annual sales objective set by manufacturer for dealerships selling electric vehicles:

72

Percentage (%) of dealerships that are confident they can achieve manufacturer sales target:

67%



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
Ciocca Subaru of Pleasantville
Kerbeck Cadillac Chevrolet
Buick GMC
Lexus of Atlantic City
Matt Blatt Kia-Egg Harbor Twp.
Matt Blatt Nissan
Mercedes-Benz of Atlantic City
Shore Toyota
Sport Hyundai Dodge

DISTRICT 3

Bayshore Ford of Pennsville
Bentley Truck Services
Logan Twp.
Bob Novick Auto Mall
Freightliner of Bridgeport
Liberty Kenworth of
South Jersey
Matt Blatt Glassboro Imports
Mitsubishi
Pellegriano 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
Pellegriano 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 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
Mercedes-Benz Van Center –
Maple Shade
Subaru of Cherry Hill
Winner Ford

DISTRICT 7

Barlow Chevrolet
BMW of Mount Laurel
Burlington Chevrolet, Inc.
Burlington Kia
Burlington Volkswagen
Davis Honda
Dodge Chrysler City
F.C. Kerbeck & Sons
Holman Cadillac
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
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 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 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
Maserati & Alfa Romeo of
Monmouth
Maurice Schwartz & Sons, Inc.
Mini of Monmouth
Nissan World of Red Bank
Pine Belt of Keyport
Platinum Mitsubishi
Porsche Monmouth
Raceway Kia 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 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.
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
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
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
Gabielli 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
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

Cambria Mack Trucks, Inc.
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
Volkswagen of Union

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

Allegiance Trucks
Bell Mitsubishi
Crystal Motors
Global Auto Mall
Green Brook Buick GMC
Liccardi Chrysler Dodge
Liccardi 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
Honda of Hackettstown
Johnson Buick GMC Cadillac
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

Franklin Sussex Auto Mall, Inc.
Franklin Sussex Hyundai
Hoover Truck Center
Major Kia of Sussex
McGuire Chevrolet Cadillac
Mercedes-Benz of Newton
Motion Chevrolet
Nielsen Ford
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

Acura of Denville
Beyer Chrysler Jeep
Dodge Ram
Beyer Ford
Dover Dodge Chrysler Jeep
Family Ford, Inc.
Gateway Kia of Denville
H & H Mack Sales
Joyce Honda
Maplecrest Ford, Inc.
Mercedes-Benz of Morristown
Nielsen Chevrolet
Nielsen Mitsubishi
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
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
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
Coast Honda
Colonial Airstream
DiFeo Kia
Honda Universe
Jim Curley Buick GMC
Jim Curley Buick GMC
Larson Ford, Inc.
Pine Belt Cadillac of Toms River
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 Subaru
Hudson Toyota
Jersey City Kia
Metro Honda
Steven's Jersey City Ford

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.
Garden State Honda – Passaic
MTC Kenworth
Quality Auto Mall
Scheeler Trucks Sales & Service
Teterboro Chrysler Jeep
Three County Volkswagen

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.
Infiniti of Englewood
Jaguar Land Rover Englewood
Kia 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
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
Route 17 Nissan

DISTRICT 39

Acura of Ramsey
BMW of Ramsey
Buick GMC of Mahwah
Cadillac of Mahwah
Jack Daniels Audi – Upper
Saddle
Joe Heidt Motors
Liberty Hyundai
Liberty Kia
Liberty Subaru, Inc.
Mahwah Ford Sales & Service
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 Ram
Ramsey Infiniti
Ramsey Mazda
Ramsey Nissan
Ramsey Subaru
Route 17 Mitsubishi
Volvo Cars Ramsey
Crestmont Toyota Volkswagen

DISTRICT 40

Lincoln of Wayne
McGuire Buick GMC (LF)
Open Road Acura of Wayne
Paul Miller BMW
Route 23 Honda
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 2020.

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.

Study sponsored by:

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