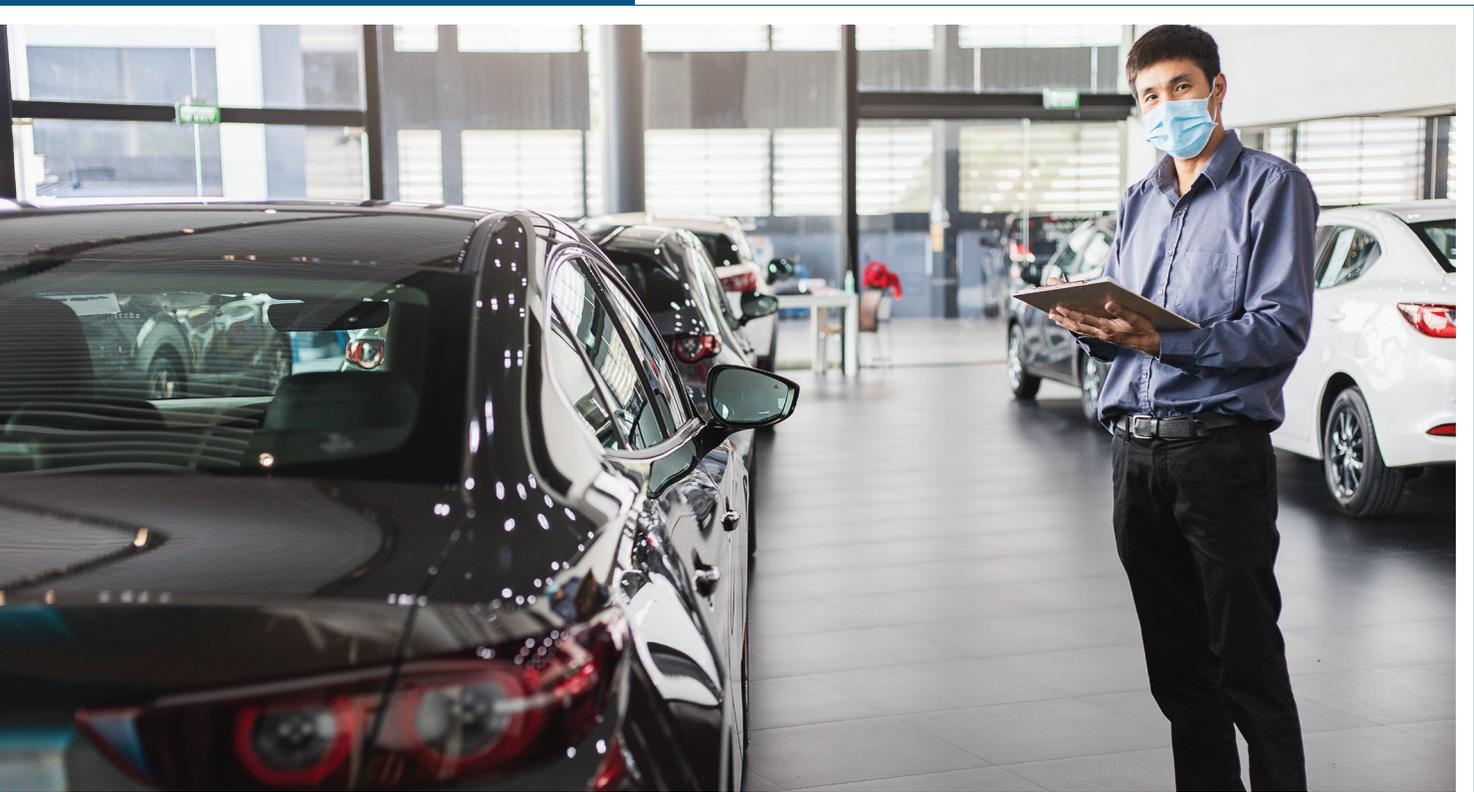


# ECONOMIC IMPACT

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

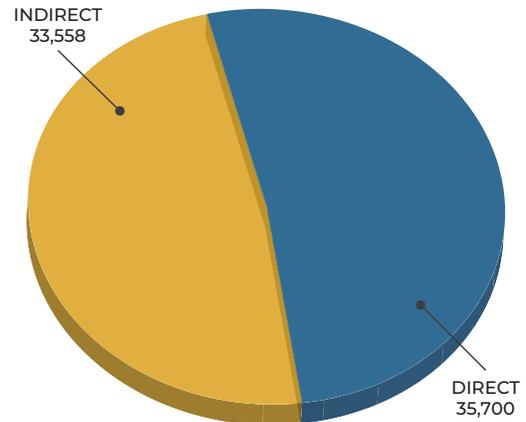
# EMPLOYMENT

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.

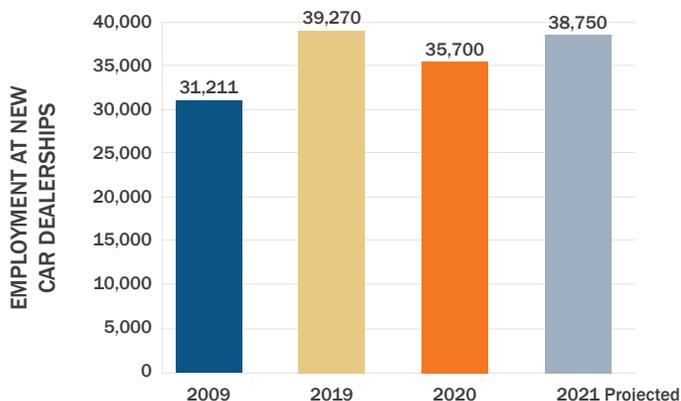
## EMPLOYMENT TOTAL FOR NEW VEHICLE RETAILING INDUSTRY - 2020



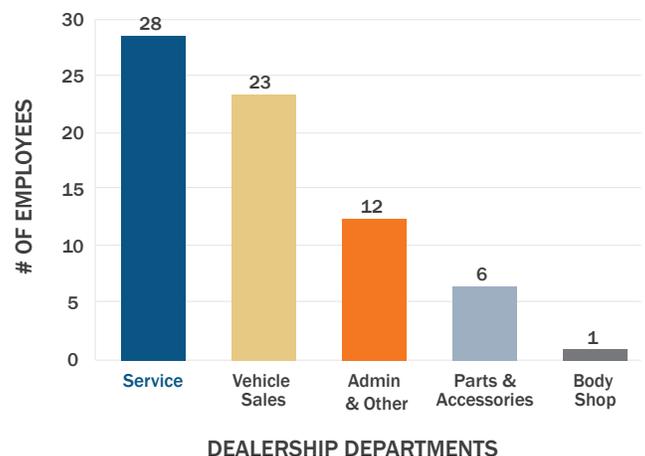
## DEALERSHIP CONTRIBUTION TO STATEWIDE RETAIL EMPLOYMENT 2009, 2019 and 2020

	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%
<b>DEALERSHIP % OF RETAIL STATEWIDE TOTAL</b>	<b>11.0%</b>	<b>16.9%</b>	<b>17.0%</b>	

## 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.

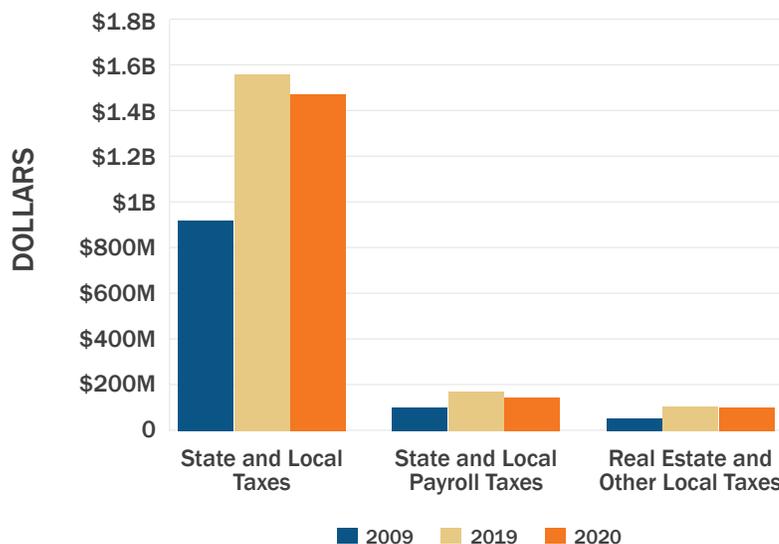
## EMPLOYEE COMPENSATION - 2009, 2019 and 2020

	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				
<b>TOTAL COMPENSATION TO EMPLOYEES OF NEW JERSEY'S NEW VEHICLE RETAILING INDUSTRY</b>	<b>\$2,129,119,200</b>	<b>\$4,036,078,800</b>	<b>\$3,837,964,200</b>	<b>-4.9%</b>

# 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%
<b>TOTAL DEALERSHIP STATE AND LOCAL TAX REVENUE</b>	<b>\$1,080,747,000</b>	<b>\$1,829,880,000</b>	<b>\$1,730,940,000</b>	<b>-5.4%</b>

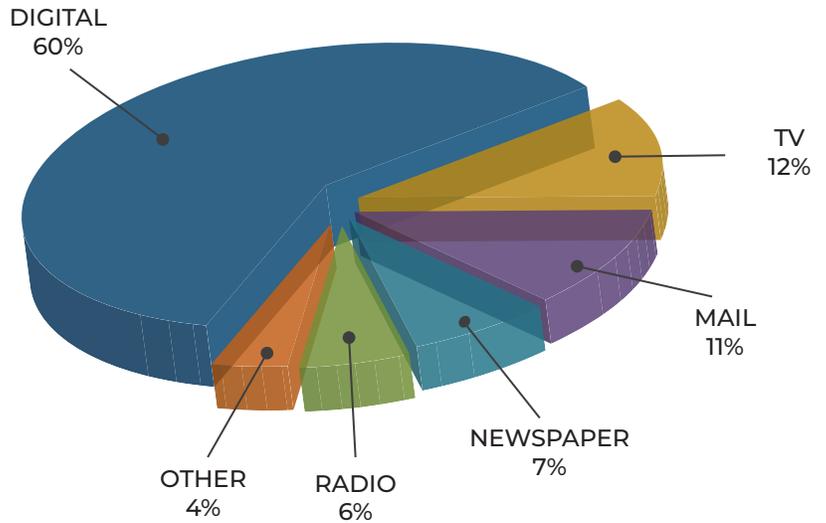
## FEDERAL TAX SUMMARY FOR ALL FRANCHISED NEW VEHICLE DEALERSHIPS - 2009, 2019 and 2020

	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%
<b>TOTAL</b>	<b>\$510,485,000</b>	<b>\$862,410,000</b>	<b>\$826,200,000</b>	<b>-4.2%</b>

# 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

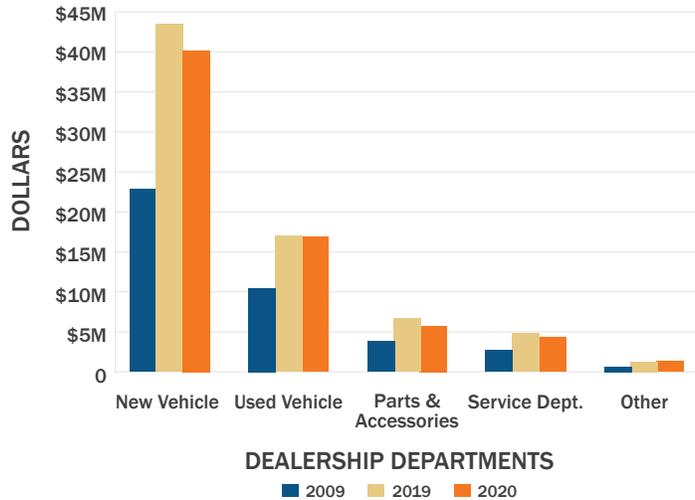


# DEALERSHIP SALES

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%
<b>TOTAL AUTOMOTIVE RETAILING SALES IN NJ</b>	<b>\$21,212,900,000</b>	<b>\$37,033,650,000</b>	<b>\$34,629,000,000</b>	<b>-6.5%</b>



# 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  
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  
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  
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  
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  
Campani 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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