



New Jersey Coalition of Automotive Retailers
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Chairman: Robert Sickel
President: James B. Appleton

June 5, 2020

The Honorable Phil Murphy
125 West State Street
P.O. Box 001
Trenton, NJ 08625-0001

Dear Governor Murphy:

I am writing on behalf of New Jersey's 500+ franchised new car and truck retailers to seek clarification on Executive Order 150 and Administrative Order 2020-13.

Executive Order 150 allows non-essential retail businesses to reopen on Monday, June 15. It also orders that non-essential retail businesses follow the public health and social distancing requirements that essential retail businesses, like car dealership service departments and showrooms, have been following for weeks. But Executive Order 150 make no mention of the **by-appointment-only** requirement currently applied to showroom sales activity at new car dealerships. As a result, starting on June 15, it appears that any retail establishment (*other than a car dealership*) would be permitted to engage walk-in customers **without an appointment**, so long as that retailer limits traffic to 50% of its maximum capacity and follows all other applicable public health guidelines (*e.g., social distancing, face masks, etc.*).

Because dealerships are currently operating under the **by-appointment-only** requirement imposed by Administrative Order 2020-13, it would appear that dealership showrooms will be subject to a more restrictive customer engagement policy than non-essential retail operations. This seems counterintuitive and we are asking for clarification. Specifically, we are asking that the **by-appointment-only** requirement imposed by Administrative Order 2020-13 be lifted, so that dealerships can conduct efficient sales activity at the same level as every other essential and non-essential retail business in the State.

Thank you for your kind attention to our concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'J.B. Appleton', written over a blue ink stamp of the name and title.

James B. Appleton
President

JBA:md

cc: Colonel Patrick Callahan, Superintendent New Jersey State Police