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:**

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

**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 ($’s) 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 (less than 10% of workforce)
- 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%
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.
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.
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

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

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

### Federal Tax Summary for All Franchised New Vehicle Dealerships - 2009, 2019 and 2020

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2019</th>
<th>2020</th>
<th>% change '19 to '20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Payroll Taxes</td>
<td>$471,868,000</td>
<td>$803,250,000</td>
<td>$767,550,000</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Federal Business Income Taxes</td>
<td>$38,617,000</td>
<td>$59,160,000</td>
<td>$58,650,000</td>
<td>-0.9%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$510,485,000</strong></td>
<td><strong>$862,410,000</strong></td>
<td><strong>$826,200,000</strong></td>
<td><strong>-4.2%</strong></td>
</tr>
</tbody>
</table>
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.

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
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.

### FRANCHISED NEW VEHICLE DEALERSHIP SALES SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2019</th>
<th>2020</th>
<th>% change '19 to '20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Franchised New Vehicle Dealership Sales</td>
<td>$40,100,000</td>
<td>$72,615,000</td>
<td>$67,900,000</td>
<td>-6.5%</td>
</tr>
<tr>
<td>TOTAL AUTOMOTIVE RETAILING SALES IN NJ</td>
<td>$21,212,900,000</td>
<td>$37,033,650,000</td>
<td>$34,629,000,000</td>
<td>-6.5%</td>
</tr>
</tbody>
</table>
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’s 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
Toms River Volkswagen

DISTRICT 11
Acura of Ocean
Audi Eatontown
Audi Freehold
Causeway Hyundai

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
Crabtree 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

DISTRICT 16
Acme Nissan
Audi Princeton
Baker Chrysler Jeep Dodge
Bridgewater Nissan
Dayton Toyota
Fred Beans Hyundai of Flemington
Fred Beans Nissan of Flemington
Fullerton Alfa Romeo Maserati
Fullerton Automotive Corp.
Fullerton Ford
Gabriel Kenworth of NJ
Honda of Princeton
Hyundai of South Brunswick
Jaguar Land Rover Princeton
Mercedes-Benz of Flemington
Volkswagen Princeton
Volkswagen 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

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 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 Vines'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 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
- DFEko 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
- Audi Meadowlands
- Beyer Bros. Corp.
- Hudson County Motors
- Hudson Honda
- Hudson Subaru
- Hudson Toyota
- Jersey City Kia
- Metro Honda
- Steven's Jersey City Ford

## DISTRICT 32
- Acura of Raymont
- BMW of-Raymont
- 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 Raymont
- Prestige Lexus of Raymont
- Prestige Toyota of Raymont
- Ram Raymont 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 33
- 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:

New Jersey Coalition of Automotive Retailers
856 River Road
P.O. Box 7510
Trenton, NJ 08628

(609) 883-5056

www.njcar.org

Study produced by:

Auto Outlook, Inc.
PO Box 390
Exton, PA 19341

(610) 640-1233