This report provides a summary of the significant impact that franchised new car and truck 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. But the industry has been dealt a severe blow by the 2009 economic recession. Throughout the report, there are annual comparisons of economic indicators for 2007, 2008 and 2009.

The report includes estimates of direct and indirect employment, personal income, and tax collections during 2009. 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.

Contact information is on the back page.

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**Dealership Financial Summary - 2009**

- Average dealership sales: $40,100,000
- Average dealership contributions to charitable causes: $21,600
- Average dealership advertising expenses: $570,000
- Number of vehicles serviced by average dealership: 15,400

**Dealership Vehicle Sales Summary - 2009**

- Average dealership retail new vehicle sales: 650 units
- Average dealership retail used vehicle sales: 625 units

*Shown above is a summary of average dealership financial statistics and vehicle sales results during 2009.*
For the better part of the last decade, through 2007, the retail automotive industry had seen mostly year-over-year gains with minor ups and downs along the way. These past two years, however, have been a study in contrasts. There have been unprecedented declines in sales volume, plummeting revenue and nearly 20 percent of New Jersey dealerships closed up shop in the past 24 months. Needless to say, this has had a negative impact on the industry and the State’s bottom line. The State of New Jersey earns three-to-four times as much on the sale of a new car as a dealer does. So when dealers are suffering, the State Treasury suffers even more.

Rather than showing just a year-over-year comparison, we have utilized a three-year approach that shows complete data for 2007 through 2009. The past two years are among the most challenging the franchised new car and truck industry has faced. However, early indicators show that 2010 may represent a turning point that will lead the industry back to a period of relative prosperity.

This report offers hard data on employment, payroll, tax collections and industry sales in New Jersey. As you can see, the industry has taken a beating since the beginning of 2008. As the economy continues to improve, pent up demand should allow the retail automotive industry to lead the way back for the State’s economic recovery.

The New Jersey Coalition of Automotive Retailers (NJ CAR) has represented the interests of franchised new car and truck dealers and the automotive retail industry for more than 90 years. Our mission is to serve as an advocate for franchised new car and truck retailers.

Please don’t hesitate to contact us with any questions you may have regarding the importance of the retail automotive industry to New Jersey.

Sincerely,

James B. Appleton, President
New Jersey Coalition of Automotive Retailers

- During 2009, franchised new car and truck dealerships in the State generated a total of over 48,000 jobs. Job creation by the industry declined 26.3% from 2007 to 2009.
- Average dealership payroll was $3.12 million, down from $3.356 million in 2007.
- Dealerships collected or paid a total of over $1.08 billion in State and local taxes in 2009, off 22.6% from 2007.
- Dealerships spent a total of over $301 million on advertising during 2009 versus $412 million in 2007.

- Franchised new car and truck dealerships in the State had total sales of $21.2 billion in 2009, a 24.2% decline compared to the 2007 total of $28.0 billion.
- Average dealership sales were $40.1 million in 2009, down from $44.1 million in 2007.
- Collectively, automotive dealers contributed over $11.5 million to charitable causes versus $16.5 million in 2007.
Franchised new car and truck retailers in New Jersey employed a total of 31,211 individuals in 2009, with an additional 16,854 positions resulting from indirect economic impact. This total represented 10.6% of total retail employment in the State. Dealership employment declined significantly from 2007 to 2009, however, with total employment (including both direct and indirect sources) falling 26.3%. The average dealership employed 67 individuals in 2007, with the number declining to 59 in 2009.

**Average Number of Dealership Employees by Department - 2009**

<table>
<thead>
<tr>
<th>Department</th>
<th># of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>20</td>
</tr>
<tr>
<td>Vehicle Sales</td>
<td>15</td>
</tr>
<tr>
<td>Administrative</td>
<td>10</td>
</tr>
<tr>
<td>Parts and Accessories</td>
<td>5</td>
</tr>
<tr>
<td>Body Shop</td>
<td>0</td>
</tr>
</tbody>
</table>

**Employment Total for New Vehicle Retailing Industry - 2009**

(Direct: at dealerships; Indirect: elsewhere in economy)

- Direct: 31,211 individuals
- Indirect: 16,854 positions

This total represented 10.6% of total retail employment in the State.

**Dealerships’ Contribution to Statewide Retail Employment 2007 thru 2009**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employment Resulting from Auto Dealerships</th>
<th>Total Retail Employment in the State</th>
<th>Dealerships’ % of Retail Statewide Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>65,204</td>
<td>465,800</td>
<td>14.0%</td>
</tr>
<tr>
<td>2008</td>
<td>55,787</td>
<td>457,500</td>
<td>12.2%</td>
</tr>
<tr>
<td>2009</td>
<td>48,065</td>
<td>451,400</td>
<td>10.6%</td>
</tr>
</tbody>
</table>

% Change 07-'09:
- Total Employment Resulting from Auto Dealerships: -26.3%
- Total Retail Employment in the State: -3.1%
- Dealerships’ % of Retail Statewide Total: 10.6%
The average automotive retailer in New Jersey had payroll of $3,120,000. Payroll for the franchised new car and truck retailing industry was over $1.65 billion, with the total (including indirect impact) exceeding $2.1 billion. Total employee compensation declined 22.6% from 2007 to 2009.

### Employee Compensation- 2007 thru 2009

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>% Change 07-'09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Payroll for AVERAGE Dealership</td>
<td>$3,356,000</td>
<td>$3,290,000</td>
<td>$3,120,000</td>
<td>-7.0%</td>
</tr>
<tr>
<td>Total Number of Franchised Dealerships</td>
<td>x 634</td>
<td>x 575</td>
<td>x 529</td>
<td>-16.6%</td>
</tr>
<tr>
<td>Total Employee Compensation at Dealerships</td>
<td>$2,127,704,000</td>
<td>$1,891,750,000</td>
<td>$1,650,480,000</td>
<td>-22.4%</td>
</tr>
<tr>
<td>Additional Indirect Employee Compensation Resulting from Dealership Operations</td>
<td>+ $623,417,272</td>
<td>+ $548,607,500</td>
<td>+ $478,639,200</td>
<td>-23.2%</td>
</tr>
<tr>
<td>Total Employee Compensation New Jersey Residents from the Franchised Dealership Industry</td>
<td>$2,751,121,272</td>
<td>$2,440,357,500</td>
<td>$2,129,119,200</td>
<td>-22.6%</td>
</tr>
</tbody>
</table>
New Jersey franchised automotive retailers collected or paid a total of over $1.08 billion in State and local taxes during 2009. State sales tax revenue exceeded $925 million. Federal tax revenue generated by dealerships exceeded $510 million. Total dealership State and local tax revenue (collected or paid) declined 22.6% from 2007 to 2009.

### State and Local Taxes Collected and/or Paid by Dealerships - 2007 thru 2009

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>% Change 07-'09</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Sales Tax</td>
<td>$1,202,581,344</td>
<td>$1,084,162,500</td>
<td>$925,750,000</td>
<td>-23.0%</td>
</tr>
<tr>
<td>State and Local Payroll Taxes</td>
<td>$131,917,648</td>
<td>$114,425,000</td>
<td>$99,981,000</td>
<td>-24.2%</td>
</tr>
<tr>
<td>Real Estate and Other Local Taxes</td>
<td>$62,449,000</td>
<td>$58,650,000</td>
<td>$55,016,000</td>
<td>-11.9%</td>
</tr>
<tr>
<td><strong>Total State and Local Tax Revenue</strong></td>
<td><strong>$1,396,947,992</strong></td>
<td><strong>$1,257,237,500</strong></td>
<td><strong>$1,080,747,000</strong></td>
<td><strong>-22.6%</strong></td>
</tr>
</tbody>
</table>

### Federal Tax Summary - 2007 thru 2009

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>% Change 07-'09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Payroll Taxes</td>
<td>$638,311,200</td>
<td>$567,525,000</td>
<td>$471,868,000</td>
<td>-26.1%</td>
</tr>
<tr>
<td>Federal Business Income Taxes</td>
<td>$48,818,000</td>
<td>$41,975,000</td>
<td>$38,617,000</td>
<td>-20.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$687,129,200</strong></td>
<td><strong>$609,500,000</strong></td>
<td><strong>$510,485,000</strong></td>
<td><strong>-25.7%</strong></td>
</tr>
</tbody>
</table>
Franchised new car and truck retailers spent more than $301 million on advertising during 2009, down 19% from 2007. Internet advertising accounted for the largest percentage of dealership advertising (28%), up from 19% in 2007.
New retail registrations of cars and light trucks in New Jersey exceeded 500,000 units from 2000 through 2006, dropping below that benchmark in 2007. Registrations declined to 408,794 in 2008, down 15.2% from 2007; and further declined to just 342,520 in 2009, a 16.2% drop from the prior year. New vehicle registrations in the State moved sharply higher in August as a result of the Cash for Clunkers program, but returned to pre-program levels for the remainder of the year.
Franchised new car and truck retailers in New Jersey had total sales exceeding $21.2 billion during 2009. Average dealership sales exceeded $40 million, with the new vehicle department accounting for 56% of the total. Average dealership sales declined 9.1% from 2007 to 2009, while the industry fell 24.2%.

Dealership Sales Summary - 2007 thru 2009

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>% Change 07-'09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Dealership Sales</td>
<td>$44,112,00</td>
<td>$41,900,00</td>
<td>$40,100,00</td>
<td>-9.1%</td>
</tr>
<tr>
<td>Total Automotive Retailing Sales in New Jersey</td>
<td>$27,967,008,00</td>
<td>$24,092,500,00</td>
<td>$21,212,900,00</td>
<td>-24.2%</td>
</tr>
</tbody>
</table>

Average Dealership Sales by Department ($)

- **New vehicle**
- **Used vehicle**
- **Parts & Access.**
- **Service dept.**
- **Other**
NJ CAR Member List

DISTRICT: 1
Avalon Honda
Burke Motors, Inc.
Gentilini Chevrolet
Gentilini Ford, Inc.
Kindle Ford Mercury Lincoln
Lilliston Chrysler Dodge Jeep
Lilliston Ford, Inc.
Perry-Egan Chevrolet, Inc.
Quality Lincoln Mercury Hyundai
RK Chevrolet, Inc.
Rossi Honda
Team Nissan
Toyota Scion of Vineland
Vann Dodge Chrysler

DISTRICT: 2
Admiral Nissan, Inc.
Atlantic Chrysler Jeep Audi VW KIA
Bennett Chevrolet Company
BMW of Atlantic City
Boardwalk Acura
Boardwalk Honda
Chapman Ford
Kerbeck Buick Pontiac GMC Mitsubishi
Kerbeck Cadillac Chevrolet Subaru
Lexus of Atlantic City
Precision Cars of AC Corp.
Shore Toyota
Sport Hyundai Dodge

DISTRICT: 3
Avis Volkswagen, Inc.
Bay Shore Ford of Pensacola, Inc.
Bob Novick Chevrolet, Inc.
Bobbi Auto, Inc.
Freightliner of Bridgeport
Jay Fisher Pontiac GMC
Liberty Kenworth of South Jersey
Maple Shade Mazda - Turnersville
Ponte Pontiac Buick GMC
Saturn of Turnersville
Spirt Chrysler Dodge Jeep

DISTRICT: 4
Audi Turnersville
Holman Ford Lincoln Mercury - Turnersville
Matt Blatt Suzuki - Glassboro
Nissan of Turnersville
Pellegrino Pontiac Buick GMC
Prestige Volkswagen Mitsubishi
Toyota of Turnersville
Turnersville Auto Complex
Turnersville KIA

DISTRICT: 5
Ace Motor Sales, Inc.
Barlow Buick GMC
Echelon Ford, Inc.
Mount Ephraim Chrysler Dodge
Pellegrino Chevrolet
Pellegrino Chrysler Jeep
Performance Dodge
Toyota Scion of Runnemede
Woodbury Nissan, Inc.

DISTRICT: 6
Cherry Hill KIA
Cherry Hill Classic Cars
Cherry Hill Dodge Chrysler Jeep
Cherry Hill Imports
Cherry Hill Mitsubishi
Cherry Hill Nissan
Cherry Hill Volvo
Holman Toyota Scion
Land Rover Cherry Hill
Mall Chevrolet, Inc.
Mercedes-Benz of Cherry Hill
Subaru of Cherry Hill
Winner Ford

DISTRICT: 7
Ayers Pontiac Cadillac Company
Barlow Chevrolet
Bergey's Truck Center - Pennsauken
Burlington Chevrolet, Inc.
Burlington KIA
Burlington Volkswagen
Classic Cars Nissan
Dodge Chrysler City
Elite Acura
F. C. Kerbeck & Sons
Holman Infiniti
Holman Lincoln Ford Mercury - Maple Shade
Lexus of Cherry Hill
Liberty Toyota Scion
Lucas Ford
Maple Shade Mazda
Miller Ford Lincoln Mercury
W & D Imports

DISTRICT: 8
Burns Buick Pontiac GMC Hyundai
Burns Honda
Classic Chevrolet
DeSimone BMW
DeSimone Cadillac
Elkins Chevrolet
Hainesport Auto & Truck Center
Lucas Chevrolet
Lucas Chrysler Jeep Dodge
Medford Ford
Saturn of Mount Laurel

DISTRICT: 9
Arena Buick Pontiac GMC
Asplundh Buick Pontiac GMC
Causeway Ford Lincoln Mercury Jeep
Causeway Honda
Gardner Chevrolet, Inc.
Manahawkin Chrysler Dodge

DISTRICT: 10
Bob Ciasulli Auto Mall South
Circle Dodge, Inc.
DeFelice Chevrolet
Downs Ford Lincoln Mercury
Garden State Volvo
Gateway Toyota Scion
Lester Glenn Auto Group
Pine Belt Automotive
Weisleder Ford Lincoln Mercury Mazda

DISTRICT: 11
Acura of Ocean
Buhrler Dodge Mitsubishi
Buhrler Ford
Circle Infiniti
Coast Honda
DCH Kay Honda
Galaxy Toyota
Gold Coast Automotive, LLC
Land Rover Monmouth
Pine Belt Chevrolet of Eatontown
Ray Catena Jaguar of Monmouth
Ray Catena Lexus of Monmouth
Sansone Ford Lincoln Mercury
Sansone Jr's 66 Auto Mall LLC
Schneider + Nelson Motor Cars
Schneider + Nelson, Inc.
Sea Breeze Ford
Sea Coast Chevrolet
Sea View Auto Corp.
T & T Coast Buick Pontiac GMC
World Volkswagen

DISTRICT: 12
Circle Chevrolet Company
Circle Motorsport, Inc.
Contemporary Motor Car Company
DCH BMW of Freehold
DCH Freehold Nissan
DCH Freehold Toyota
Freehold Automotive Group
Freehold Chrysler Jeep
Freehold Dodge, Inc.
Freehold Ford
Freehold Pontiac Buick GMC
Freehold Subaru
George Wall Ford Lincoln Ford
Haldeman Ford of Hightstown
Honda of Freehold
Hunter Keystone Peterbilt, L.P.
Irwin Lincoln Mercury Company
Maurice Schwartz & Sons, Inc.
Mercedes-Benz of Freehold
Nissan World of Red Bank
Pine Belt Chevrolet of Freehold
Rassas Pontiac Buick, Inc.
Ray Catena Lexus of Freehold
Red Bank Volvo, Inc.
Shawbury Motors
Volkswagen of Freehold
Windsor Nissan
World Jeep Subaru

DISTRICT: 13
Able Ford of NJ, Inc.
All American Chevrolet, Inc.
Buhrler Chrysler Jeep
DCH Academy of Auto
Chevrolet

DISTRICT: 14
Acme Motors
Brad Benson Mitsubishi Hyundai
Dayton Toyota
Haldeman Nissan
Hamilton Honda
Hamilton Mazda Volkswagen, Inc.
Perrine Buick Pontiac GMC Hummer Saab

DISTRICT: 15
Baker Chrysler Dodge, Inc.
Coleman Auto Group, Inc.
Coleman Buick Pontiac GMC, Inc.
Greenfield Dodge Chrysler Jeep
Haldeman Ford
Honda of Princeton
Lawrence Lexus
Lawrence Toyota Scion
Lawrenceville Ford Lincoln Mercury
Malek Chevrolet
Mercedes-Benz of Princeton
Precision Acura
Princeton Audi
Princeton BMW Mini
Princeton Land Rover
Princeton Porsche
Princeton Volkswagen
Sports & Specialist Cars, Inc.
Superior Chevrolet
Volvo of Princeton

DISTRICT: 16
Audi of Bernardsville
Autosport Honda
Bernardsville Volkswagen
Bill Vince's Bridgewater Acura
Bridgewater Volvo
Colonial Motors
Fullerton Chrysler Jeep Dodge
Fullerton Ford
Kemper Pontiac Cadillac Buick, Inc.
Lexus of Bridgewater
Millennium Volkswagen
Open Road of Bridgewater
Ray Catena Infiniti of Bridgewater
Royal Chevrolet
Somerset Nissan
Team Wells Jeep Chrysler

DISTRICT: 17
DCH Brunswick Toyota
Malouf Buick Pontiac GMC, Inc.
Malouf Chevrolet-Cadillac, Inc.
Malouf Ford Lincoln Mercury, Inc.
Rantian Valley Truck Sales
Somerset Subaru

DISTRICT: 18
Bell Audi
Cambria Mack
Campbell Freightliners
Ferrari Maserati of Central NJ
McDonagh Chrysler Jeep Dodge
Open Road BMW of Edison
Open Road Honda
Open Road Mazda
Ray Catena Aston Martin
Ray Catena Infiniti
Ray Catena Jaguar of Edison
Ray Catena Motor Car
Rydel Volkswagen, Inc.
Ryan's Open Road Acura
Smart Center Edison
Volvo of Edison

DISTRICT: 19
All Star Mitsubishi
Bell Ford
Galleria Lincoln Mercury
Loman Ford, Inc.
Mauro Motors, Inc.
McGuire Cadillac
Miller Buick Pontiac, GMC Corp.
Richard Lucas Chevrolet
Route 1 Mazda-Woodbridge
Route 1 Toyota
Sansone Jeep
Sansone Nissan

DISTRICT: 20
Cambria Mack Trucks, Inc.
Maplecrest of Union
Mazon Hyundai Mazda
Multi Chevrolet
Multi Subaru
Planet Honda
Ray Catena of Union
Union Pontiac GMC Buick, Inc.

DISTRICT: 21
AutoLand Chrysler Jeep Dodge, Inc.
Crown Cadillac, Inc.
DMT Automotive Enterprises, Inc.
Douglas Buick Pontiac GMC
Douglas Infiniti
Douglas Volkswagen
Hall & Fuchs, Inc.
JMK Auto Sales
Liccari Ford, Inc.
Lindeman Buick Company
Madison Honda
Madison Jaguar
Nissan World of Springfield
Salerno-Duane, Inc.
Smythe Volvo, Inc.
Springfield Acura
Springfield Truck Center, Inc.
Thomas Lincoln Mercury, Inc.

DISTRICT: 22
Bell Mitsubishi
Crystal Motors
Global Auto Mall
Green Brook Buick GMC Suzuki
Liccari Lincoln Mercury LLC
Linden Volkswagen
North Plainfield Nissan
Saturn of Green Brook
VIP Honda

DISTRICT: 23
Callaway Pontiac Cadillac
Clint Acura
Clint Honda
Crysler of Flemington Ford Lincoln
Flemington BMW
Flemington Buick/Chevrolet Pontiac GMC
Flemington Dodge Chrysler Jeep
Flemington Hyundai
Flemington Mazda
Flemington Nissan
Flemington Porsche Audi VW
Flemington Subaru
Hackettstown Hyundai
Hunterdon BMW, Inc.
James Kia
James Suzuki
James Toyota Scion
Johnson Dodge Chrysler
Mercedes-Benz of Flemington
Motion Lincoln Mercury
Muller Chevrolet
Muller Toyota, Inc.
Opdyke’s Sales & Service
Phillips-Easton Honda, Inc.
Rossi Chevrolet Pontiac Buick GMC, Inc.
Smith Chrysler Jeep Dodge
Smith Motor Company, Inc.
Stateline Hyundai
Subaru of Mt. Olive
Western Jersey Trucks

DISTRICT: 24
Bell BMW
Family Ford, Inc.
Franklin Sussex Auto Mall, Inc.
Hoover Truck Center
Intercar Mercedes-Benz
Kevel Chevrolet
Lynnes Nissan West
Magarino Ford Lincoln Mercury
McGuire Chevrolet Cadillac
Newton Motorsport, LLC
Nielsen Automotive Corporation
Royal Pontiac Buick GMC, Inc.
Salerno-Duane Auto Plaza
Sussex Imports
Toyota World of Newton

DISTRICT: 25
Acura of Denville
Audi of Mendham
Ayers Chevrolet
BMW of Morristown
BMW of Roxbury
Dalesio Chevrolet Buick, Inc.
Dover Dodge Chrysler Jeep, Inc.
Gearhart Chevrolet
H & H Mack
Jim Salerno Pontiac
John Johnson Dodge, LLC
Joyce Honda
Maplecroft Ford Inc.
Mercedes-Benz of Morristown
Mini of Morristown
Nissan World of Denville
Open Road Mazda of Morristown
Open Road Nissan
Performance Ford
Reinertsen Motors
Salerno-Duane Infiniti, LLC
Subaru of Morristown
Towne Hyundai
Towne Toyota
Toyota of Morristown, Inc.
Trend Motors
Wamock Dodge Chrysler Jeep of Morristown
Wamock Ford

DISTRICT: 26
Bentley Parsippany
Butler Chrysler Jeep Dodge
Crestomont Toyota Volkswagen
Ed Carney Ford, Inc.
Hilltop Nissan, Inc.
Land Rover Parsippany
Loman Auto Group, Inc.
Norman Gale Buick Pontiac GMC
Paul Miller Audi
Paul Miller Porsche
Prestige Volvo
Route 23 Auto Mall
Route 23 Honda
Royal Cadillac Corp.
Wamock Dodge Chrysler Jeep

DISTRICT: 27
Cadwell Toyota
DCH Millburn Audi
Globe Motor Car Company
Konner Chevrolet, Inc.
Paul Miller Honda of West Caldwell
Verner-Cardby, Inc.
Wamock Lexus
Wgderger Chevrolet, Inc.

DISTRICT: 28
DCH BMW of Bloomfield
Lynnes Hyundai
Lynnes Nissan
Lynnes Subaru

DISTRICT: 29
Garden State Auto Plaza
Route 22 Honda
Route 22 Nissan
Route 22 Toyota

DISTRICT: 30
Bob Maguire Chevrolet, Inc.
Colonial Auto Mall, Inc.
Global Truck Center
Honda Universe
Jim Curley Pontiac Buick GMC
Kelle Chevrolet
Larson Ford, Inc.
Pine Belt Chevrolet of Lakewood
Pine Belt Chrysler Jeep
Pine Belt Subaru
Toyota Scion World of Lakewood

DISTRICT: 31
Di Fio Chevrolet
Hudson Chrysler Jeep Dodge
Hudson Hyundai
Hudson Nissan
Hudson Toyota
Jersey City Ford Lincoln Mercury
Metro Honda

DISTRICT: 32
Audi Meadowlands
Beyer Bros. Corp.
Hudson County Motors
Lynn Chevrolet, Inc.
McGuire Buick Pontiac GMC
Meadowland Ford Truck Sales

DISTRICT: 33
Hudson Honda

DISTRICT: 34
Crane Chevrolet
DeCozen Chrysler Jeep
Fette Ford, Inc.
Fette Infiniti
Garden State Honda
Gensinger Motors, Inc.
Liberty Lincoln Mercury

DISTRICT: 35
46 Mitsubishi
Brogan Cadillac Company
Hawthorne Chevrolet
Nissan 46
O’Brien Nissan
Paul’s Motors Sales & Service
Saturn of Totowa

DISTRICT: 36
Bellavia Buick Chevrolet
East Coast Toyota Scion
Frank’s Pontiac GMC Truck
Nutley Chevrolet
Quality Auto Mall
Scheider UD Trucks
Three County Volkswagen Corp.

DISTRICT: 37
All American Ford, Inc.
Benzel-Busch Motor Car Corp.
Bergenfield Suzuki
BMW of Tenafly
D & C Honda of Tenafly
East Coast Automotive, Inc.
Englewood Auto Group
Englewood Volvo
Ford of Englewood, Inc.
Great American Chevrolet
Hackensack Chevrolet LLC
Hackensack Nissan
Infini of Englewood, LLC
Lexus of Englewood
Martin Cadillac
Nissan of Bergenfield
Paramus Mitsubishi
Park Avenue Acura
Park Avenue BMW
Parkfield Saab
Parkway Toyota
Smart Center Englewood
Tenafly Kia
Town Motors
Toyota of Hackensack

DISTRICT: 38
All American Ford Lincoln Mercury
Bergen Jaguar
Chrysler of Paramus
DCH Paramus Honda
Dodge Hyundai of Paramus
Glen Toyota
Jack Daniels Audi
Jack Daniels Kia
Kundert Volvo
Land Rover Paramus
Mazda of Locil
Meadowslands Nissan
North Jersey Truck Center
Paramus Auto Mall
Prestige Motors Corp.
Teterboro Chrysler Jeep

DISTRICT: 39
Acura of Ramsey
Jack Daniels Audi-Upper Saddle
Joe Heidi Motors
Liberty Subaru, Inc.
Preige BMW
Prestige Lexus
Prestige Toyota
Ramsey Chrysler Jeep Dodge
Ramsey Infiniti
Ramsey Mazda
Ramsey Mitsubishi
Ramsey Nissan
Ramsey Subaru
Ramsey Volvo

*List as of May 1, 2010

DISTRICT: 40
Bob Clasalli Auto Group
Borough Chrysler Jeep
Cadillac Hummer of Mahwah
DCH Montclair Acura
Ken Smith Motors, Inc.
Liberty Hyundai
Mahwah Ford Sales & Service, Inc.
Mahwah Honda
Manroon Kia
McGuire Buick Pontiac GMC
Open Road Acura of Wayne
Paul Miller BMW
Pontiac GMC of Mahwah
Prestige Mini
Route 46 Chrysler
Schumacher Chevrolet, Inc.
Wayne Ford
Wayne Mazda Hyundai
Wayne Motors, Inc.
Wayne Subaru, Inc.
Dealership financial data (and other information cited in this report) was collected from information reported by New Jersey franchised automotive retailers in 2009. The information was sufficiently detailed to allow the formation of a statistically reliable data base for financial and operational indicators.

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.