

methodology

Dealership financial data (and other information cited in this report) was collected from a detailed survey sent to all automotive dealers in New Jersey. The response rate was sufficient to form a statistically reliable database 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 dealers.

Study sponsored by:

New Jersey Coalition of Automotive
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The Economic Impact of Franchised New Vehicle Dealers on the New Jersey Economy

Study Sponsored by New Jersey
Coalition of Automotive Retailers



Confidential 2005 report compiled from 2004 data
May 2005



nj car

2005

This 2005 economic impact study was compiled as an educational tool and designed to highlight the significant contribution the retail automotive industry makes to the New Jersey economy. Within these pages are estimates on employment, payroll, tax collections and industry sales in New Jersey.

The New Jersey Coalition of Automotive Retailers (NJ CAR) has represented the interests of franchised car dealers and the automotive retail industry for more than eight decades. NJ CAR's members want nothing more than to sell and service new cars and trucks. NJ CAR's primary goal is to guard against overly restrictive legislation and regulations that negatively impact the industry's economic growth.

As you will see in the accompanying report, automotive dealerships employ tens of thousands of New Jersey citizens who live in every corner of the State. The industry also contributes more than \$1.65 billion in State, local and federal tax revenue. Automotive retail is an important economic engine that powers the Garden State.

Please don't hesitate to contact me 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



DISTRICT: 21

Autoland of New Jersey
Barnes Chevrolet, Inc.
Crown Cadillac, Inc.
Douglas Buick Company
Douglas Infiniti
Douglas Motors Corporation
Ford World of Roselle Park
Hall & Fuhs, Inc.
Hilltop Chrysler-Plymouth
J.M.K. Auto Sales
Liccardi Ford Inc.
Lindeman Buick Company
Madison Honda
Madison Jaguar
Maplecrest Auto Group - Summit
Nissan World of Springfield
Paul D. Vickery & Company
Riegler Dodge, Inc.
Salerno-Duane Inc.
Smythe Volvo, Inc.
Springfield Acura
Springfield Truck Center, Inc.
Sullivan Chevrolet, Inc.
The New Norris Chevrolet, Inc.
Thomas Lincoln-Mercury, Inc.

DISTRICT: 22

Bell Audi
Bell Mitsubishi
Crystal Motors
East Coast Nissan-No. Plainfld
Global Auto Mall
Green Brook Buick/Pont/GMC Inc.
Liccardi Motors Inc.
Linden Volkswagen - Dodge
Romond's Garage, Inc.
Saturn of Green Brook
VIP Honda
West End Garage, Inc.

DISTRICT: 23

Callaremi Pontiac-Cadillac
Clinton Acura
Clinton Chevrolet-Cadillac
Clinton Chrysler-Dodge-Jeep
Clinton Ford
Clinton Honda
Ditschman Flemington Ford-Linc
Flemington Buick Chev Pont GMC
Flemington Dodge-Chrysler-Jeep
Flemington Hyundai
Flemington Infiniti
Flemington Mazda
Flemington Nissan
Flemington Porsche-Audi-VW-BMW
Flemington Subaru
Ford/Hyundai World of P-Burg
Hackettstown Ford
Hunterdon BMW, Inc.
James Hummer Outlet
James Toyota
Jim Flynn's Truck Repair
Johnson Dodge-Chrysler
Motion Lincoln Mercury
Muller Chevrolet
Muller Toyota, Inc.
Opdyke's Sales & Service
Phillipsburg Easton Honda, Inc.
Rossi Chv.Pont,Buick,GMC Inc.
Saturn of Mt. Olive
Small Cars Of Hunterdon County
Smith Chrysler Jeep Dodge
Smith Motor Company, Inc.

DISTRICT: 24

Bell Dodge
Bell Imports Limited Inc.
Condit's Ford World of Newton
Condit's Toyota World
Family Ford, Inc.
Franklin Sussex Auto Mall, Inc.
High Point Chevrolet Hyundai
Hoover Truck Center
Intercar Mercedes-Benz
Kevil Chevrolet
Kingstown Diesel
Lynnes Nissan West
Magarino Ford-Mercury
McGuire Chev-Cad-Isuzu

Newton Motorsport LLC
Royal Pontiac Buick GMC Inc.
Salerno Duane Buick-Pont.-GMC
Sussex Imports

DISTRICT: 25

Acura of Denville
Audi of Mendham
Ayers Chevrolet
Bisson Motor Sales, Inc.
Corigliano Motors Service, Inc.
Denville BMW
Dover Chrysler
Dover Dodge Inc.
Gearhart Chevrolet
Grecco Lincoln-Merc. Mazda Inc.
H & H Mack
Jack Trebour Ford - Suzuki
Jim Salerno Mitsubishi, Inc.
Jim Salerno Pontiac
Joyce Motors, Inc.
Maplecrest Ford of Mendham
Mercedes-Benz of Morristown
Morristown BMW
Morristown Mini
Nissan World of Denville
Novo Motors, Inc.
Reinertsen Motors
Roxbury Chrysler, Inc.
Salerno * Duane Infiniti LLC
Saturn of Denville
Saturn of Morristown
Scerbo Buick,Chevrolet
Towne Hyundai
Towne Toyota
Toyota of Morristown, Inc.
Trend Motors Ltd.
Wamock Automotive
Wamock Chevrolet

DISTRICT: 26

Bentley New Jersey - North
Butler Chrysler-Jeep
Crestmont Toyota-Volkswagen
DeMassi Pontiac-Buick-GMC
Ed Carney Ford, Inc.
Hilltop Nissan Inc.
Land Rover Parsippany
Loman Auto Group Inc.
Loman Ford of Parsippany Inc.
Malcolm Konner Dodge 23 LLC
Norman Gale Buick,Pontiac,GMC
Paul Miller Audi
Paul Miller Porsche
Prestige Volvo
Route 23 Auto Mall LLC
Route 23 Honda
Royal Cadillac Corp.
Royal Pontiac Inc.
Saturn of Route 23
Wamock Dodge, Inc.

DISTRICT: 27

Caldwell Toyota
Chry-Jeep-Dodge of Maplewood
Clairmont Cadillac
Compass Dodge
DCH Audi-VW-Mazda
Globe Motor Car Company
Honda of Essex
Konner Chevrolet, Inc.
Saturn of Livingston
Verner-Cadby, Inc.
Wamock Lexus
Wigder Chevrolet, Inc.
Wyman Ford, Inc.

DISTRICT: 28

Bigelow Motors
DCH Essex BMW
Lynnes Infiniti Inc.
Lynnes Nissan
Lynnes Subaru

DISTRICT: 29

Hillside Auto Mall
Route 22 Nissan
Route 22 Toyota/Honda

DISTRICT: 30

Bob Maguire Chevrolet Inc.
Ford City
International Trucks
Jim Curley Pontiac Buick GMC
Kelle Chevrolet
Larson Ford, Inc.
Monmouth Honda/Jeep
Pine Belt Chevrolet
Saturn of Bordentown
Scott Motor Coach Sales, Inc.
Toyota World of Lakewood

DISTRICT: 31

DiFeo Buick,Pontiac,GMC Inc.
DiFeo Chevrolet
DiFeo Hyundai
DiFeo Nissan
DiFeo Subaru KIA
Hudson Toyota
J & S Ford, Inc.
Metro Honda
Metropolitan Volkswagen
Saturn of Jersey City
Walsh Dodge

DISTRICT: 32

Beyer Bros. Corp.
Elm Auto Sales, Inc.
Hudson County Motors
Lynn Chevrolet, Inc.
McGuire Buick-Pontiac-GMC
Meadowland Ford Truck Sales
Ozzie's Ford Store

DISTRICT: 33

East Coast Chevrolet
Hudson Honda
Riverside Audi

DISTRICT: 34

Crane Chevrolet
DCH Montclair Jaguar - L/M
DCH Montclair Volvo
DeCozen Chrysler
Fette Ford, Inc.
Garden State Honda
Gensinger Motors, Inc.
Hart Buick Company
Liberty Lincoln-Mercury
Montclair - Bloomfield Motors

DISTRICT: 35

46 Mitsubishi
Brogan Cadillac Company
Hawthorne Auto Sales, Inc.
Nissan 46
O'Brien Imports, Inc.
Paul's Motor Sales & Service
Totowa Dodge

DISTRICT: 36

Arcola Bus Sales Corp.
Bellavia Chev-Buick
Book Chevrolet - Buick
East Coast Toyota-Scion
Franchini Chevrolet
Frank's Pontiac - GMC Truck
Scheeler UD Trucks
Stadium Ford - Chrysler
Three County Volkswagen Corp.

DISTRICT: 37

All American Ford, Inc.
All Brands Auto Sales, Inc.
Benzel-Busch Motor Car Corp.
D & C Honda of Tenafly
Deluxe International Trucks
DiFeo BMW
East Coast Automotive Inc.
Englewood Auto Group
Englewood Jaguar
Englewood Volvo
Fisher Chevrolet, Inc.
Fisher Nissan of Bergenfield
Ford of Englewood Inc.
Grand Dodge of Englewood
Great American Chevrolet
KIA of Englewood
Lexus of Englewood
M.T.C. Kenworth
Martin Cadillac, LLC

Maywood Mitsubishi
Maywood Suzuki
Mullane Ford, Inc.
Park Ave Ford
Park Ave Infiniti
Park Avenue Acura
Park Avenue Motor Corporation
Parkfield Saab
Parkway Toyota
Sifford Pontiac-GMC Inc.
Tenafly Chrysler Jeep
Town Motors
Toyota of Hackensack

DISTRICT: 38

Bergen Jaguar
Cerami Automotive Enterprises
Chrysler of Paramus
DCH Paramus Honda
Dodge of Paramus
East Coast Mazda of Lodi
Elmwood Ford Inc.
Elmwood Motors
Glen Motors, Inc.
Jack Daniels Porsche-Audi-V.W.
Jeep 17
Kundert Motors, Inc.
Lamborghini Bergen County
Land Rover Paramus
North Jersey Truck Center
Paramus Auto Mall
Pistilli Ford, Inc.
Prestige Motors Corporation
Saturn of Paramus
Teterboro Chrysler-Jeep

DISTRICT: 39

Acura of Ramsey
Bergen County Dodge
D & C Chevrolet of Westwood
Joe Heidt Motors
Liberty Subaru, Inc.
Prestige BMW
Prestige Lexus
Prestige Toyota
Ramsey Auto Group
Ramsey Chevrolet
Ramsey Chrysler-Jeep
Ramsey Infiniti
Ramsey Mazda-Subaru
Ramsey Mitsubishi
Ramsey Nissan
Saturn of Ramsey
Valley Ford, Inc.
Westwood Chrysler Jeep
Westwood Lincoln Mercury Inc.

DISTRICT: 40

Bob Ciasulli Auto Group
Borough Chrysler-Jeep
Broadway Bus Sales Inc.
Brogan Cadillac-Buick Inc.
Brunner Dodge
DCH Montclair Acura
Fairway Dodge
Ken Smith Motors, Inc.
Mahwah Ford Sales & Serv., Inc.
Mahwah Honda
Mahwah Suzuki
Maroon Kia
McGuire Buick,Pontiac,GMC
Open Road Acura of Wayne
Paul Miller BMW
Preakness Chevrolet, Inc.
Prestige Mini
Ramsey Pontiac GMC
Ridgewood's Village Ford, Inc.
Schumacher Chevrolet, Inc.
Wayne Dodge
Wayne Ford
Wayne Mazda
Wayne Motors, Inc.
Wayne Subaru Inc.
Wyckoff Chrysler Inc.
Wyckoff Ford Inc.

NJ CAR Member List

DISTRICT: 1

Avalon Honda
Burke Motors Inc.
Gallo GMC Truck Sales, Inc.
Gentilini Ford, Inc.
Kindle Ford-Mercury-Lincoln
Lilliston C/P-Dodge-Jeep-Eagle
Lilliston Ford Inc.
Matt Blatt Suzuki - Isuzu
Perry-Egan Chevrolet Inc.
Quality Lincoln Merc-Hyundai
RK Chevrolet Inc.
Rossi Honda
South Shore Auto World
Spirit Chevrolet-Oldsmobile
Team Nissan
Toyota of Vineland
Vann Dodge Chrysler

DISTRICT: 2

Admiral Nissan, Inc.
Atlantic Chrysler Jeep Audi VW
Bennett Chevrolet Company
Chapman Ford
Galloway Chrysler-Dodge
Holman Lincoln-Mercury-Mazda
Holman Motor Cars
Kerbeck Buick Pont/GMC/Mits
Kerbeck Cadillac/Chevy/Subaru
Marty Sussman Auto Group
Precision Cars Of A.C. Corp.
Saturn of English Creek
Shore Toyota / Lexus of A.C.
South Shore Auto World (M.L.)
Sport Hyundai/Dodge

DISTRICT: 3

Avis Volkswagen, Inc.
Bob Novick Chevrolet, Inc.
Bobbitt Pontiac - Buick
Chapman Ford Lincoln Mercury
Country Ford-Mercury
Downer Motor Company
Eakins-Groff Pontiac,Buick,GMC
Jay Fisher Pontiac - GMC LLC
Riverview Ford of Pennsville
Spirit Chrysler Dodge Jeep

DISTRICT: 4

Elkins Chevrolet Inc.
Hitcharama RV
Holman Ford-Glassboro
Holman Ford-Turnersville
Holman Linc-Merc Turnersville
Nissan of Turnersville
Prestige VW - Mitsubishi
Toyota of Turnersville
Turnersville Auto Complex

DISTRICT: 5

Ace Motor Sales, Inc.
Barlow Buick Pontiac GMC
Chrysler Jeep of Woodbury
Echelon Ford, Inc.
La Flam Chrysler
Mount Ephraim Dodge, Inc.
Pellegrino Chevrolet
Performance Dodge
Toyota & Scion of Runnemedede
Vallee & Bowe, Inc.
Woodbury Nissan, Inc.

DISTRICT: 6

Agresta Pontiac Buick GMC
Berlin Chrysler
Cherry Hill Classic Cars
Cherry Hill Dodge, Inc.
Cherry Hill Imports
Cherry Hill Mitsubishi
Cherry Hill Nissan
Cherry Hill Subaru-Jeep-KIA
Cherry Hill Toyota
Cherry Hill Volvo
Chevrolet 73, Inc.
Eckenhoff Buick-Hummer
Fleetway Chrysler Inc.
Land Rover Cherry Hill
Mall Chevrolet, Inc.
Maple Shade Mazda Turnersville

Martin Chrysler-Subaru-Suzuki
Mercedes-Benz of Cherry Hill
Saturn of Turnersville
Winner Ford

DISTRICT: 7

Arrow Pontiac Buick GMC Inc.
Ayres Pontiac-Cadillac Company
Barlow Chevrolet - Oldsmobile
Bergey's Trucks Inc.
Brandow Chevrolet, Inc.
Burlington Lincoln Mercury
Burlington Mitsubishi
Burlington Volkswagen
City Auto Park
Classic Cars Nissan
F. C. Kerbeck & Sons
Holman Infiniti
Holman Lincoln-Mercury
Holman Truck Center
Lexus of Cherry Hill
Liberty Toyota Inc.
Lucas Motor Company
Mall Chrysler Suzuki
Maple Shade Mazda
Marty Sussman Acura
Miller Ford
Nino Chevrolet
TriBoro Pontiac, Inc.
W & D Imports
Willis Suzuki
Wolfington Body Company, Inc.

DISTRICT: 8

Burns Honda
Burns Pontiac/GMC Trucks Inc.
Classic Chevrolet
DeSimone BMW Ltd.
DeSimone Cadillac Company
Elkins Chevrolet
Hainesport Auto & Truck Center
Holman Ford-Mt. Laurel
Lenihan Oldsmobile, Inc.
Lucas Chevrolet
Lucas Dodge
Medford Ford
Saab of Hunterdon
Saturn of Mt. Laurel
Village Chrysler Jeep

DISTRICT: 9

Arena Olds-Pontiac-GMC
Asplundh Buick Pontiac GMC
Causeway Ford Linc Merc Jeep
Causeway Honda
Chrysler Jeep Dodge of Hammonton
Gardner Chevrolet Cadillac Inc.
Hammonton Ford-Mercury
Manahawkin Chrysler Dodge
Pine Belt Nissan

DISTRICT: 10

Bob Ciasulli Auto Mall South
Circle Dodge, Inc.
DeFelice Chevrolet
Downs Ford, Inc.
Garden State Volvo
Gateway Toyota-Scion
Lester Glenn Auto Group
Ocean Chevrolet Inc.
Pine Belt Automotive
Sanford Chrysler-Plymouth, Inc.
Saturn of Toms River
Surf RV & Auto Center
Tally's Sales & Service, Inc.
Toms River Lincoln-Merc./Mazda
Weisleder Ford, Inc.
Weisleder Linc/Mercury - Mazda

DISTRICT: 11

Acura of Ocean
Buhler Dodge, Inc.
Buhler Ford
Buhler Pontiac Isuzu
Chrysler of Eatontown
Circle Infiniti
Coast Buick-Pontiac-GMC Truck
Coast Honda
DCH Kay Honda
DCH Saturn of Eatontown
Galaxy Toyota

Gold Coast Cadillac
Gold Coast Hummer of Oakhurst
Land Rover Monmouth
Pine Belt Chevrolet
Plaza Nissan-Ford-Dodge
Ray Catena Jaguar of Monmouth
Ray Catena Lexus Of Monmouth
Rittenhouse-Kerr Inc.
Schneider & Nelson Inc.
Schneider & Nelson Motor Cars
Sea Breeze Ford
Sea Coast Chevrolet
Sea Coast Mitsubishi
Sea View Auto Corp.
World Volkswagen

DISTRICT: 12

Beacon Chevrolet Oldsmobile
Circle Chevrolet Company
Circle Motorsport, Inc.
Coleman Chrysler Jeep, Inc.
Contemporary Motor Car Company
David Michael Mtr Car Freehold
DCH Freehold Nissan
DCH Freehold Toyota
DCH Saturn of Freehold
Freehold Automotive Group
Freehold Chevrolet Inc.
Freehold Chrysler-Suzuki
Freehold Dodge, Inc.
Freehold Ford
Freehold Mitsubishi
Freehold Pontiac-Buick-GMC
Freehold Subaru
George Wall Lincoln-Mercury
Haldeman Ford of Hightstown
Hunter Jersey Peterbilt
Irwin Lincoln-Mercury Company
Maurice Schwartz & Sons, Inc.
Nissan World of Red Bank
Rassas Pontiac, Inc.
Red Bank Volvo, Inc.
Rittenhouse-Kerr Ford
S. B. King & Son, Inc.
Shrewsbury Motors
Windsor Nissan
World Jeep-Subaru

DISTRICT: 13

All American Chevrolet, Inc.
Buhler Chrysler - Jeep
DCH Academy Honda
Oasis Chevrolet
Oasis Dodge, Inc.
Oasis Ford
Oasis Subaru
Pine Belt Of Keyport
Remsen Dodge
Straub Lincoln Mercury Inc.
Straub Motors, Inc.
Tom's Ford, Inc.
Werner's Automotive, Inc.

DISTRICT: 14

Acme Motors
Brad Benson Mitsubishi-Hyundai
Dayton Chevrolet Inc.
Dayton Chrysler Jeep Inc.
Dayton Ford-Dodge
Dayton Toyota
Haldeman Nissan
Hamilton Chrysler
Hamilton Mazda Volkswagen Inc.
Nitti's Subaru
Perrine Buick-Pontiac-GMC

DISTRICT: 15

Baker Chrysler Jeep Dodge Inc.
Capital City Ford
Coleman Auto Group Inc.
Coleman Buick-Pontiac-GMC,Inc.
Colonial Cadillac-Hyundai
Greenfield Dodge, Inc.
Haldeman Ford
Honda of Princeton
Land Rover Princeton
Lawrence Lexus
Lawrence Lincoln Mercury
Lawrence Toyota, Inc.
Malek Chevrolet
Mercedes-Benz of Princeton

O'Shea Truck Center
Patterson Chevrolet
Precision Acura
Princeton Audi-Volkswagen
Princeton BMW
Princeton Chevrolet
Princeton Nassau-Conover Motor
Princeton Porsche
Sports and Specialist Cars Inc.
Volvo of Princeton

DISTRICT: 16

Audi of Bernardsville
Autosport Honda
Belle Mead Garage
Bernardsville Volkswagen
Bill Vince's Bridgewater Acura
Bound Brook Ford
Bridgewater Volvo
Clayton Amerman, Inc.
Colonial Motors
DiFeo Lexus
Fennessey Buick, Inc.
Fullerton Chrysler-Jeep-Dodge
Fullerton Ford
Kemper Pontiac-Cadillac, Inc.
Millennium Automotive
Millennium Volkswagen
Royal Chevrolet
Somerset Nissan
Team Welsh Jeep Chrysler
Town & Country Motors, Inc.

DISTRICT: 17

Brogan Cadillac Corp.
Brunswick KIA
DCH Brunswick Toyota
DCH Saturn of Brunswick
Malouf Buick-Pontiac-GMC Inc.
Malouf Ford Inc.
Malouf Lincoln-Mercury
Raritan Valley Truck Sales
Somerset Subaru

DISTRICT: 18

Cambria Mack
Campbell Freightliners
D'Amico Lincoln-Mercury, Inc.
East Brunswick Buick-Pont-GMC
Ferrari Maserti of Central NJ
H.K. Truck Services, Inc.
Laffin Chevrolet Sales
McDonagh Chrysler Jeep
McDonagh Dodge
Open Road BMW
Open Road Honda
Paul Miller Saab
Ray Catena Aston Martin
Ray Catena Infiniti
Ray Catena Jaguar of Edison
Ray Catena Motor Car
Reydel Volkswagen Inc.
Ryan's Open Road Acura
Volvo of Edison

DISTRICT: 19

American Bus & Coach
Bell Ford
Bell South
Frystock Sales & Service Corp.
Galleria Lincoln-Mercury
Land Rover Woodbridge
Loman Ford, Inc.
Mauro Motors, Inc.
McGuire Cadillac
Miller Buick Pontiac GMC Corp.
Richard Lucas Chevrolet
Route 1 Mazda Woodbridge
Route 1 Toyota
Sansone Chevrolet
Sansone Nissan
Woodbridge Dodge
Woodbridge Lincoln Mercury Inc.

DISTRICT: 20

Maplecrest of Union
Maxon Hyundai-Mazda
Multi Chevrolet
Planet Honda
Union Pontiac-GMC-Buick Inc.

Introduction

This report provides a summary of the significant impact that franchised new automobile dealers have on the New Jersey economy. It includes estimates of direct and indirect employment, personal income and tax collections during 2004. Indirect impacts account for the residual contribution that occurs as the result of 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 listed on the back cover.

Primary Conclusions

- During 2004, franchised new vehicle dealerships in the State **generated a total of over 64,500 jobs**.

- New Jersey **residents earned over \$2.5 billion** as a result of automotive dealership operations.

- Average dealership **payroll approached \$3 million**.

- Dealerships collected or **paid over \$1 billion in State and local taxes**.

- Automobile dealerships **spent over \$412 million on advertising** during 2004.

- Franchised new vehicle dealerships in the State had **total sales of nearly \$26.5 billion** in 2004.

- Average dealership sales exceeded \$42 million**.

- Collectively, automobile dealers **contributed over \$14.8 million to charitable causes**.

Dealership Quick Facts

DEALERSHIP FINANCIAL SUMMARY:

Average dealership sales: \$42,077,000

Average dealership contributions to charitable causes: \$23,500

Average dealership advertising expenses: \$655,000

Number of vehicles serviced by average dealership: 15,100

DEALERSHIP VEHICLE SALES SUMMARY:

Average dealership retail new vehicle sales: 843 units

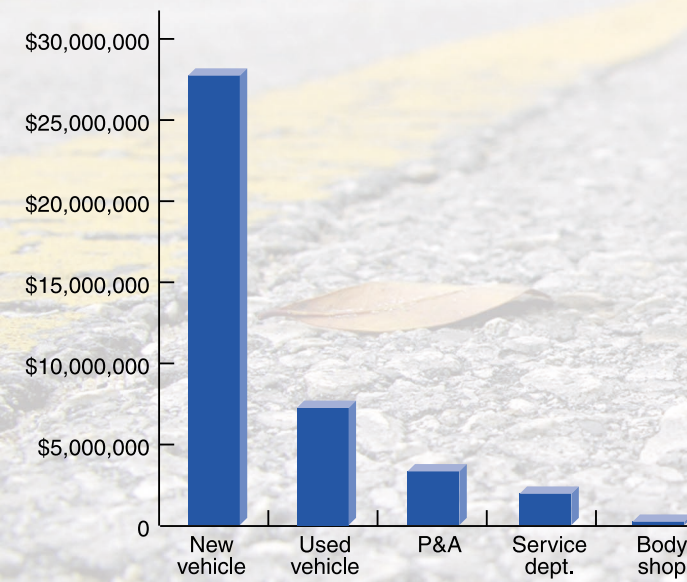
Average dealership retail used vehicle sales: 702 units

Shown is a summary of average dealership financial statistics and vehicle sales results during 2004.



dealership sales

Average Dealership Sales by Department (\$)

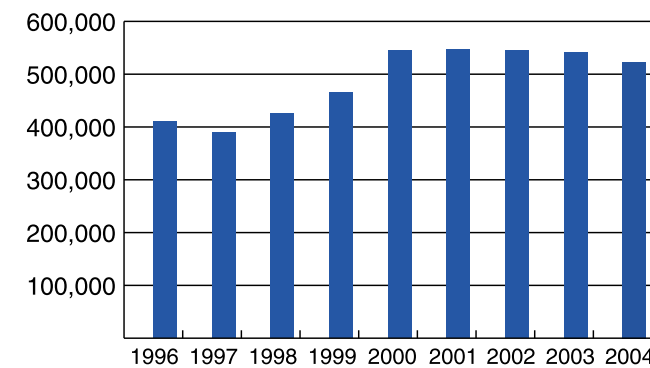


Franchised new automobile dealers in New Jersey had total sales exceeding \$26.5 billion during 2004. Average dealership sales were more than \$42 million, with the new vehicle department accounting for more than two-thirds of the total.

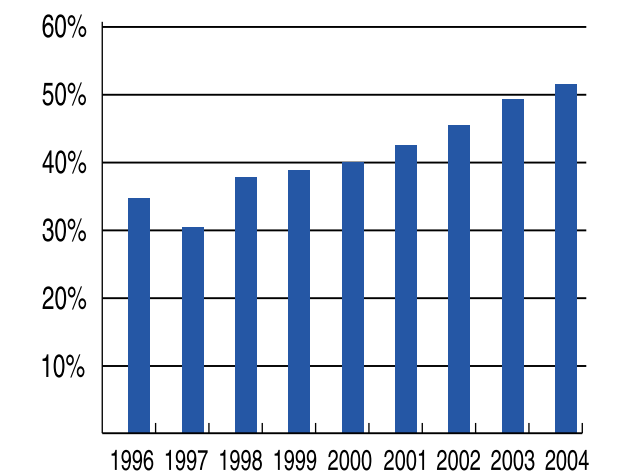
Dealership Sales Summary

Average Dealership Sales	\$42,076,543
TOTAL AUTOMOTIVE RETAILING SALES IN NEW JERSEY	\$26,508,222,090

New Retail Light Vehicle Registrations in New Jersey



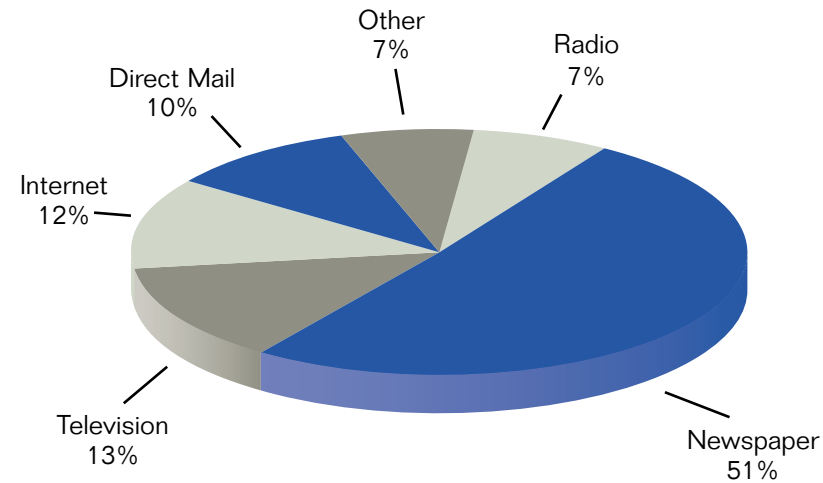
Light Truck Market Share in New Jersey



advertising

Automobile dealerships spent over \$412 million on advertising during 2004. (This amount does not include mandatory dealership contributions to manufacturer subsidized advertising programs.)

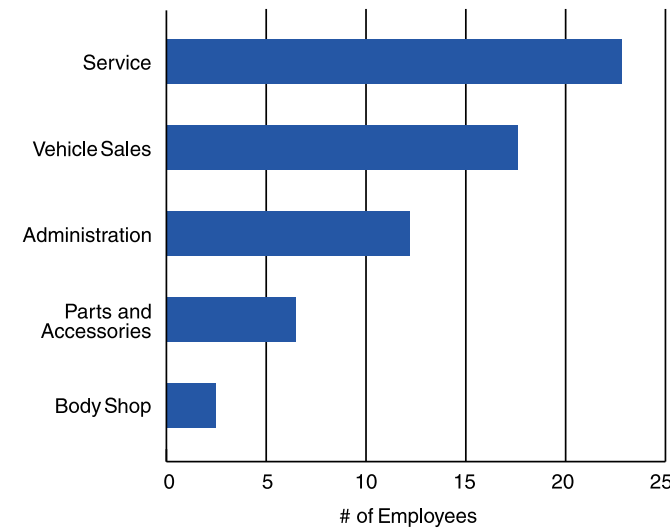
Percentage of Dealership Advertising Expense by Media



employment

Automobile dealerships in New Jersey employed a total of 42,210 individuals, with an additional 22,371 positions resulting from the indirect economic impact. The average dealership employed 67 people.

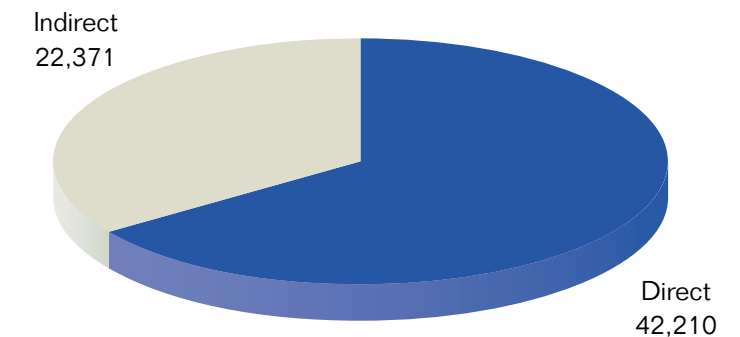
Average Number of Dealership Employees by Department



new vehicle market review

New retail registrations of cars and light trucks in New Jersey have exceeded 500,000 units from 2000 through 2004. Light truck market share in the State has increased from 30% in 1997 to 51% in 2004.

Employment Total for New Vehicle Retailing Industry (Direct: at dealerships; Indirect: elsewhere in economy)



Dealerships' Contribution to Statewide Retail Employment

Total employment resulting from auto dealerships	64,581
Total retail employment in the State	470,000
Dealerships' % of retail Statewide total	13.7%

payroll

The average automobile dealership in New Jersey had payroll of more than \$3,000,000. Payroll for the entire new vehicle retailing industry was over \$1.9 billion; with the total (including indirect impact) exceeding \$2.5 billion.



tax revenue

Automobile dealerships collected or paid over \$1 billion in State and local taxes during 2004. State sales tax revenue exceeded \$892 million. Federal tax revenue generated by dealerships exceeded \$631 million.

Employee Compensation

Total payroll (including fringe benefits) for AVERAGE dealership in New Jersey		\$3,054,480
Total number of franchised new vehicle dealerships in New Jersey	x	630
TOTAL EMPLOYEE COMPENSATION AT DEALERSHIPS	=	\$1,924,322,400
Additional indirect employee compensation resulting from dealership operations	+	<u>\$577,296,720</u>
TOTAL EMPLOYEE COMPENSATION TO NEW JERSEY RESIDENTS DUE TO FRANCHISED DEALERSHIP INDUSTRY	=	\$2,501,619,120

Total Dealership State and Local Tax Revenue Generation

\$1,023,074,010

Federal Tax Summary for All Dealerships

Federal Payroll Taxes		\$586,800,270
Federal Business Income Taxes	+	<u>\$ 44,730,000</u>
TOTAL	=	\$631,530,270

State and Local Taxes Collected and/or Paid by Dealerships

