

State Economic Impact

New Jersey

Economic Impact in New Jersey

\$1.1 billion invested

3,597 direct employment

\$1.1 billion purchased from U.S. suppliers in 2023

324 international nameplate dealerships

20,301 dealership jobs

\$2.0 billion dealership employee compensation

334,585 new vehicles sold in 2023

66% market share of new vehicle sales in New Jersey

70,239 new green vehicles sold in 2023

57% market share of new green vehicle sales in New Jersey



International Automaker Facilities

Headquarters

- BMW of North America, LLC — Woodcliff Lake
- Ferrari North America, Inc. — Englewood Cliffs
- Jaguar Land Rover North America — Mahwah
- MINI of North America, LLC — Woodcliff Lake
- Rolls-Royce of North America, LLC — Woodcliff Lake
- Subaru of America, Inc. — Camden
- Volvo Car USA — Mahwah

R&D

- Subaru Research & Development — Pennsauken
- Volkswagen Allendale Test Center — Allendale

Sales and Training

- BMW of North America Technical Training Center — Woodcliff Lake
- Honda/Acura Zone Office — Mt. Laurel

Sales and Training (Continued)

- Hyundai Motor America Regional Office — Jamesburg
- Infiniti Regional Office — Somerset
- Kia Regional Office — Parsippany
- Lexus Division Area Office — Parsippany
- Mazda Regional Office — Bridgewater
- Mazda Training Center — Somerset
- Mercedes-Benz USA Learning and Performance Center — Robbinsville
- Mitsubishi Motors Regional Office — Swedesboro
- Nissan Regional Office — Somerset
- Nissan Service Training Center — Somerset
- Subaru National Service Training Center — Camden
- Subaru Regional Office — Camden
- Subaru Zone Office — Camden
- Subaru Area Training Center — Florence
- Subaru Service Training Center — Pennsauken
- Toyota Motor Sales U.S.A., Inc. Regional Office — West Caldwell
- Volkswagen, Audi, and Volkswagen Credit, Inc. Regional Offices — Woodcliff Lake

Parts Centers

- Honda Parts Distribution Center — Mt. Laurel
- Jaguar Land Rover Eastern Parts Distribution Center — Mickleton
- Mercedes-Benz Master Parts Distribution Center — Robbinsville
- Mitsubishi Motors Parts Distribution Center — Swedesboro
- Mobis Parts Distribution Center (Hyundai/Kia) — Monroe Township
- Nissan Parts Distribution Center — Somerset
- Subaru Regional Distribution Center — Florence
- Toyota Parts Distribution Center — West Caldwell
- Volkswagen Parts Distribution Center — Cranbury
- Volvo Car USA Parts Distribution Center — Rutherford

Other

- BMW National Workshop — Bordentown
- BMW of North America Vehicle Distribution Center — Jersey City
- North American Subaru Inc. — Pennsauken
- Toyota Port Operation — Newark

Sources used to compile the data used in this report: The 2023 Autos Drive America and AIADA Economic Impact Survey, The 2023 Autos Drive America Workforce Development Survey, AIADA's membership roster, NADA DATA, WardsAuto InfoBank, and IHS Markit New Vehicle Registration Data. Automobile manufacturers participating in the 2023 Autos Drive America and AIADA Economic Impact Survey: BMW Group, Honda, Hyundai, Kia, Mazda, Mercedes-Benz, Mitsubishi Motors, Nissan, Subaru, Toyota, Volkswagen Group, and Volvo Cars. Advanced technology vehicles (green) include all battery electric vehicles (BEV), hybrid electric vehicles (HEV), plug-in hybrid electric vehicles (PHEV), and fuel cell vehicles (FOEV).

Learn More About the Economic Contribution in All U.S. States at www.AutosDriveAmerica.org