

State Economic Impact

New Jersey

Economic Impact in New Jersey

\$1.3 billion invested

3,821 direct employment

\$1.2 billion purchased from U.S. suppliers in 2025

325 international nameplate dealerships

19,998 dealership jobs

\$1.9 billion dealership employee compensation

350,232 new vehicles sold in 2025

68% market share of new vehicle sales in New Jersey

117,511 new electrified vehicles sold in 2025

74% market share of new electrified 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

- North American Subaru, Inc. — Pennsauken
- Volkswagen Allendale Test Center — Allendale

Sales and Training

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



Autos Drive America Members



HONDA



KIA



NISSAN
GROUP OF THE AMERICAS



TOYOTA

**VOLKSWAGEN GROUP
OF AMERICA**

VOLVO

AIADA Members



Polestar



**VOLKSWAGEN GROUP
OF AMERICA**

VOLVO