

# DSMN8

The UK's Most Active Automotive Professionals on Social - November 2022

## Industry at a glance:

Average Score:  
**7.81%**

Total Companies:  
**66**

Global Industry Average:  
**5.90%**

## Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages? Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, and future employees.

**Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

So, how active are your employees currently on social? And how does this compare to the rest of your industry? Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see a minimum of **30-40%** of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at [DSMN8.com](https://www.dsmn8.com)

## So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	INEOS Automotive	<a href="https://www.linkedin.com/company/ineos-automotive">https://www.linkedin.com/company/ineos-automotive</a>	United Kingdom	704	175	24.86%	▲ 1
2	Arrival	<a href="https://www.linkedin.com/company/arrival">https://www.linkedin.com/company/arrival</a>	United Kingdom	2,211	490	22.16%	▲ 14
3	Inchcape UK	<a href="https://www.linkedin.com/company/inchcape-uk">https://www.linkedin.com/company/inchcape-uk</a>	United Kingdom	597	108	18.09%	▼ -2
4	Aston Martin F1 Team	<a href="https://www.linkedin.com/company/aston-martin-f1-team">https://www.linkedin.com/company/aston-martin-f1-team</a>	United Kingdom	530	75	14.15%	New Entry
5	Northgate Vehicle Hire	<a href="https://www.linkedin.com/company/northgate-vehicle-hire">https://www.linkedin.com/company/northgate-vehicle-hire</a>	United Kingdom	588	78	13.27%	▲ 20
6	Hendy Group	<a href="https://www.linkedin.com/company/hendy-group">https://www.linkedin.com/company/hendy-group</a>	United Kingdom	596	79	13.26%	▲ 3
7	Marshall Motor Group	<a href="https://www.linkedin.com/company/marshall-motor-group">https://www.linkedin.com/company/marshall-motor-group</a>	United Kingdom	1,647	217	13.18%	New Entry
8	Vertu Motors	<a href="https://www.linkedin.com/company/vertu-motors">https://www.linkedin.com/company/vertu-motors</a>	United Kingdom	1,639	210	12.81%	▼ -5
9	GSF Car Parts	<a href="https://www.linkedin.com/company/gsf-car-parts">https://www.linkedin.com/company/gsf-car-parts</a>	United Kingdom	539	66	12.24%	▼ -5
10	MAN Truck & Bus UK	<a href="https://www.linkedin.com/company/man-truck-bus-uk">https://www.linkedin.com/company/man-truck-bus-uk</a>	United Kingdom	533	65	12.20%	▼ -4
11	Group Lotus	<a href="https://www.linkedin.com/company/group-lotus">https://www.linkedin.com/company/group-lotus</a>	United Kingdom	1,674	198	11.83%	▲ 3
12	Jardine Motors Group	<a href="https://www.linkedin.com/company/jardine-motors-group">https://www.linkedin.com/company/jardine-motors-group</a>	United Kingdom	1,087	123	11.32%	▼ -4
13	HORIBA MIRA	<a href="https://www.linkedin.com/company/horiba-mira">https://www.linkedin.com/company/horiba-mira</a>	United Kingdom	522	59	11.30%	▼ -3
14	McLaren Automotive	<a href="https://www.linkedin.com/company/mclaren-automotive">https://www.linkedin.com/company/mclaren-automotive</a>	United Kingdom	2,268	254	11.20%	▲ 4
15	Zenith Vehicles	<a href="https://www.linkedin.com/company/zenith-vehicles">https://www.linkedin.com/company/zenith-vehicles</a>	United Kingdom	790	88	11.14%	▲ 11
16	Sytner BMW	<a href="https://www.linkedin.com/company/sytner-bmw">https://www.linkedin.com/company/sytner-bmw</a>	United Kingdom	667	74	11.09%	▲ 1
17	Cazoo	<a href="https://www.linkedin.com/company/cazoo">https://www.linkedin.com/company/cazoo</a>	United Kingdom	1,743	191	10.96%	New Entry
18	McLaren Group	<a href="https://www.linkedin.com/company/mclaren-group">https://www.linkedin.com/company/mclaren-group</a>	United Kingdom	3,050	331	10.85%	▼ -3
19	TrustFord	<a href="https://www.linkedin.com/company/trustford">https://www.linkedin.com/company/trustford</a>	United Kingdom	1,177	123	10.45%	▼ -12
20	Jaguar Land Rover UK	<a href="https://www.linkedin.com/company/jaguar-land-rover-uk">https://www.linkedin.com/company/jaguar-land-rover-uk</a>	United Kingdom	884	84	9.50%	▲ 11
21	Mercedes AMG High Perfo	<a href="https://www.linkedin.com/company/mercedes-amg-high-perfo">https://www.linkedin.com/company/mercedes-amg-high-perfo</a>	United Kingdom	866	82	9.47%	▲ 8
22	Volkswagen Group UK	<a href="https://www.linkedin.com/company/volkswagen-group-uk">https://www.linkedin.com/company/volkswagen-group-uk</a>	United Kingdom	928	84	9.05%	▼ -17
23	Bentley Motors	<a href="https://www.linkedin.com/company/bentley-motors">https://www.linkedin.com/company/bentley-motors</a>	United Kingdom	3,515	318	9.05%	▼ -1

24	JCT600	<a href="https://www.link€">https://www.link€</a>	United Kingdom	798	72	9.02%	▼ -1
25	BMW UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,068	92	8.61%	▲ 14
26	Aston Martin Lagonda	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,571	199	7.74%	▼ -14
27	Audi UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	958	72	7.52%	▲ 1
28	BCA UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,697	127	7.48%	▲ 8
29	Bristol Street Motors	<a href="https://www.link€">https://www.link€</a>	United Kingdom	987	73	7.40%	▼ -10
30	Sytner Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,895	133	7.02%	New Entry
31	webuyanycar	<a href="https://www.link€">https://www.link€</a>	United Kingdom	549	38	6.92%	▲ 1
32	Perrys Motor Sales	<a href="https://www.link€">https://www.link€</a>	United Kingdom	562	38	6.76%	▼ -21
33	Belron International	<a href="https://www.link€">https://www.link€</a>	United Kingdom	608	41	6.74%	▲ 1
34	Lookers	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,274	151	6.64%	▼ -21
35	Jaguar Land Rover	<a href="https://www.link€">https://www.link€</a>	United Kingdom	30,659	2,000	6.52%	▲ 3
36	GKN Automotive	<a href="https://www.link€">https://www.link€</a>	United Kingdom	7,163	467	6.52%	▲ 1
37	Manheim UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	527	34	6.45%	▼ -10
38	Triumph Motorcycles	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,321	85	6.43%	▲ 3
39	CarShop UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	577	37	6.41%	▲ 5
40	The AA	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,031	194	6.40%	▲ 0
41	Stratstone	<a href="https://www.link€">https://www.link€</a>	United Kingdom	607	38	6.26%	▼ -20
42	Inchcape	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,690	103	6.09%	▼ -18
43	Robins & Day	<a href="https://www.link€">https://www.link€</a>	United Kingdom	510	31	6.08%	▼ -23
44	Mercedes-Benz in the UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,740	155	5.66%	▼ -9
45	Alexander Dennis	<a href="https://www.link€">https://www.link€</a>	United Kingdom	825	46	5.58%	▼ -12
46	ATS Euromaster	<a href="https://www.link€">https://www.link€</a>	United Kingdom	722	40	5.54%	▼ -1
47	Listers Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	671	37	5.51%	▼ -17
48	Pendragon	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,333	183	5.49%	New Entry
49	SEWS-E	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,404	73	5.20%	▲ 0
50	Automotive industry	<a href="https://www.link€">https://www.link€</a>	United Kingdom	759	35	4.61%	New Entry
51	Evans Halshaw	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,475	68	4.61%	▼ -8
52	Stoneacre Motor Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	763	35	4.59%	▼ -10
53	Arnold Clark	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,779	172	4.55%	▼ -7
54	Euro Car Parts	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,005	135	4.49%	▼ -7
55	ALSTOM TRANSPORT	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,606	68	4.23%	▼ -5
56	Honda Motor Europe	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,310	84	3.64%	▼ -8
57	Toyota Motor Manufacturin	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,278	43	3.36%	▼ -3
58	ABM	<a href="https://www.link€">https://www.link€</a>	United Kingdom	833	24	2.88%	▲ 1
59	Autoglass	<a href="https://www.link€">https://www.link€</a>	United Kingdom	852	23	2.70%	▼ -8
60	Kwik-Fit GB	<a href="https://www.link€">https://www.link€</a>	United Kingdom	928	25	2.69%	▼ -8
61	Vauxhall Motors	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,601	40	2.50%	▼ -5
62	FCA Fiat Chrysler Automot	<a href="https://www.link€">https://www.link€</a>	United Kingdom	60,541	1,000	1.65%	▼ -5
63	Honda of the UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,074	16	1.49%	▼ -5
64	UNIPRES UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	514	7	1.36%	▼ -11
65	Delphi	<a href="https://www.link€">https://www.link€</a>	United Kingdom	17,608	138	0.78%	▼ -5
66	<a href="https://www.link€">Car.co.uk</a>	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,347	2	0.15%	▼ -5

## Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](https://www.dsmn8.com) our contact us at [support@dsmn8.com](mailto:support@dsmn8.com)



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