

DSMN8

Europe's Most Active Automotive Professionals on Social - April 2023

Industry at a glance:

Average Score:
7.03%

Total Companies:
136

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	Polestar	https://www.linkedin.com/company/polestar	Sweden	2,829	629	22.23%	▲ 0
2	Van Mossel Automotive Gr	https://www.linkedin.com/company/van-mossel-automotive-gr	Netherlands	1,018	171	16.80%	▲ 0
3	Prometeon Tyre Group	https://www.linkedin.com/company/prometeon-tyre-group	Italy	2,116	345	16.30%	▲ 0
4	AMAG Group	https://www.linkedin.com/company/amag-group	Switzerland	2,421	391	16.15%	▲ 4
5	Carglass® France	https://www.linkedin.com/company/carglass-france	France	1,166	185	15.87%	▲ 7
6	AGP Group	https://www.linkedin.com/company/agp-group	Belgium	1,146	179	15.62%	▲ 1
7	Lynk & Co	https://www.linkedin.com/company/lynk-co	Sweden	1,049	156	14.87%	▼ -1
8	Alpine	https://www.linkedin.com/company/alpine	France	1,414	208	14.71%	▼ -3
9	Automobili Lamborghini	https://www.linkedin.com/company/automobili-lamborghini	Italy	3,665	512	13.97%	▲ 58
10	Porsche Engineering	https://www.linkedin.com/company/porsche-engineering	Germany	1,336	174	13.02%	▲ 20
11	Bridgestone EMIA	https://www.linkedin.com/company/bridgestone-emia	Belgium	4,453	575	12.91%	▲ 4
12	Purem by Eberspächer	https://www.linkedin.com/company/purem-by-eberspaecher	Germany	1,220	153	12.54%	▼ -3
13	Grupo Salvador Caetano	https://www.linkedin.com/company/grupo-salvador-caetano	Portugal	2,973	354	11.91%	▲ 0
14	Garrett	https://www.linkedin.com/company/garrett	Switzerland	2,933	341	11.63%	▲ 0
15	Bosch Romania	https://www.linkedin.com/company/bosch-romania	Romania	2,099	236	11.24%	▲ 4
16	BCS	https://www.linkedin.com/company/bcs	Germany	1,007	112	11.12%	New Entry
17	Mercedes-Benz France	https://www.linkedin.com/company/mercedes-benz-france	France	1,512	167	11.04%	▲ 10
18	Applus+ IDIADA	https://www.linkedin.com/company/applus-idiada	Spain	2,279	241	10.57%	▼ -2
19	Retail Renault Group	https://www.linkedin.com/company/retail-renault-group	France	2,377	238	10.01%	▼ -1
20	Volkswagen Group Service	https://www.linkedin.com/company/volkswagen-group-service	Germany	1,813	179	9.87%	▲ 17
21	Yazaki Europe	https://www.linkedin.com/company/yazaki-europe	Germany	1,443	141	9.77%	▲ 13
22	CES	https://www.linkedin.com/company/ces	Germany	1,065	104	9.77%	▲ 17
23	Italdesign	https://www.linkedin.com/company/italdesign	Italy	1,068	99	9.27%	▼ -13

24	Freudenberg Group	https://www.linke	Germany	15,864	1,442	9.09%	▲ 29
25	Knorr-Bremse	https://www.linke	Germany	7,661	680	8.88%	New Entry
26	Plastic Omnium	https://www.linke	France	12,221	1,084	8.87%	▼ -2
27	Eldor Corporation	https://www.linke	Italy	1,416	124	8.76%	▼ -5
28	Maserati	https://www.linke	Italy	2,641	229	8.67%	▼ -11
29	Daimler Truck	https://www.linke	Germany	6,065	513	8.46%	▼ -9
30	Mercedes-AMG	https://www.linke	Germany	2,028	170	8.38%	▼ -1
31	Iveco Group	https://www.linke	Italy	14,790	1,237	8.36%	▲ 14
32	AVL	https://www.linke	Austria	7,845	650	8.29%	▼ -7
33	Norauto France	https://www.linke	France	3,548	282	7.95%	▲ 3
34	Toyota Motor Europe	https://www.linke	Belgium	3,035	240	7.91%	▼ -11
35	Webasto Group	https://www.linke	Germany	5,173	407	7.87%	▲ 12
36	Nokian Tyres	https://www.linke	Finland	1,247	98	7.86%	▼ -3
37	FEV Europe	https://www.linke	Germany	1,367	107	7.83%	▲ 28
38	Formel D Group	https://www.linke	Germany	2,434	189	7.76%	▲ 18
39	Bilia	https://www.linke	Sweden	1,442	111	7.70%	▲ 45
40	HELLA	https://www.linke	Germany	14,797	1,126	7.61%	▲ 9
41	Vitesco Technologies	https://www.linke	Germany	10,395	786	7.56%	▼ -15
42	DRÄXLMAIER	https://www.linke	Germany	11,202	844	7.53%	▲ 2
43	Maxion Wheels	https://www.linke	Germany	3,162	236	7.46%	▲ 7
44	Porsche	https://www.linke	Germany	13,869	1,033	7.45%	▲ 73
45	Ducati Motor Holding	https://www.linke	Italy	1,775	131	7.38%	▼ -4
46	Standard Profil Group	https://www.linke	Germany	1,297	95	7.32%	▲ 15
47	Simoldes Plastics	https://www.linke	Portugal	1,115	81	7.26%	▲ 11
48	Renault Group	https://www.linke	France	41,637	3,000	7.21%	▼ -10
49	Snop	https://www.linke	France	2,060	148	7.18%	▲ 19
50	Renault Trucks	https://www.linke	France	6,051	430	7.11%	▲ 7
51	BHTC	https://www.linke	Germany	1,277	90	7.05%	▼ -30
52	EvoBus	https://www.linke	Germany	1,488	103	6.92%	▲ 7
53	Adler Pelzer Group	https://www.linke	Germany	2,297	158	6.88%	▲ 2
54	Renault-Nissan-Mitsubishi	https://www.linke	France	6,442	442	6.86%	▲ 8
55	Huf Group	https://www.linke	Germany	1,954	134	6.86%	▼ -7
56	ElringKlinger	https://www.linke	Germany	2,555	175	6.85%	▲ 4
57	SEG Automotive	https://www.linke	Germany	1,578	108	6.84%	▼ -25
58	Röchling Automotive	https://www.linke	Germany	1,191	81	6.80%	▲ 15
59	TMD Friction	https://www.linke	Germany	1,232	83	6.74%	▼ -19
60	Continental	https://www.linke	Germany	67,011	4,500	6.72%	▲ 3
61	Eberspächer	https://www.linke	Germany	3,971	266	6.70%	▲ 64
62	Sogefi Group	https://www.linke	Italy	2,482	165	6.65%	▼ -8
63	KTM	https://www.linke	Austria	2,295	152	6.62%	▼ -28
64	CEVT	https://www.linke	Sweden	1,053	69	6.55%	▼ -21
65	SEAT	https://www.linke	Spain	6,162	398	6.46%	▼ -61
66	Hirschmann Automotive	https://www.linke	Austria	1,583	102	6.44%	▼ -38
67	Mercedes-Benz España	https://www.linke	Spain	1,171	75	6.40%	▼ -25
68	Volvo Buses	https://www.linke	Sweden	1,810	115	6.35%	▼ -4
69	Aptiv	https://www.linke	Ireland	24,217	1,528	6.31%	▲ 25
70	Antolin	https://www.linke	Spain	6,670	414	6.21%	▲ 7
71	Novares Group	https://www.linke	France	2,267	140	6.18%	▼ -20
72	Michelin	https://www.linke	France	40,867	2,500	6.12%	▲ 10
73	Kautex Textron	https://www.linke	Germany	2,048	125	6.10%	▲ 14
74	Brose Group	https://www.linke	Germany	7,136	432	6.05%	▼ -5
75	Scania Group	https://www.linke	Sweden	22,355	1,353	6.05%	▲ 20
76	Scania Sverige	https://www.linke	Sweden	1,712	103	6.02%	▼ -6
77	Grammer	https://www.linke	Germany	1,649	99	6.00%	▲ 2
78	Valmet Automotive	https://www.linke	Finland	1,535	92	5.99%	▼ -32
79	Veoneer	https://www.linke	Sweden	3,399	201	5.91%	▼ -5
80	Volvo Group	https://www.linke	Sweden	68,036	4,000	5.88%	▼ -2
81	ZKW	https://www.linke	Austria	1,779	104	5.85%	▼ -50
82	BMW Group	https://www.linke	Germany	43,055	2,500	5.81%	▲ 4
83	Sodecia	https://www.linke	Portugal	2,027	116	5.72%	▼ -11
84	Hallex	https://www.linke	Sweden	1,068	61	5.71%	▼ -32
85	Volvo Cars	https://www.linke	Sweden	26,275	1,500	5.71%	▲ 30
86	Faurecia	https://www.linke	France	33,596	1,875	5.58%	▲ 12
87	MAHLE	https://www.linke	Germany	20,198	1,125	5.57%	▼ -6
88	Preh Group	https://www.linke	Germany	1,214	66	5.44%	▼ -17
89	Mercedes-Benz	https://www.linke	Germany	40,606	2,200	5.42%	▲ 45
90	DAF Trucks	https://www.linke	Netherlands	5,229	282	5.39%	▲ 6
91	KOSTAL Group	https://www.linke	Germany	4,588	247	5.38%	▼ -25
92	Ferrari	https://www.linke	Italy	8,386	450	5.37%	▼ -17
93	SEWS-CABIND	https://www.linke	Italy	1,387	73	5.26%	▲ 18
94	CIE Automotive	https://www.linke	Spain	1,599	84	5.25%	▼ -18
95	Volvo Trucks	https://www.linke	Sweden	10,182	524	5.15%	▲ 6

96	Brembo	https://www.link	Italy	4,439	225	5.07%	▲ 33
97	IVECO	https://www.link	Italy	7,459	376	5.04%	▼ -5
98	Pirelli	https://www.link	Italy	12,338	618	5.01%	▼ -13
99	KIRCHHOFF Automotive	https://www.link	Germany	1,886	94	4.98%	▼ -2
100	Kongsberg Automotive	https://www.link	Switzerland	2,662	131	4.92%	▼ -11
101	Carglass® Nederland	https://www.link	Netherlands	1,086	53	4.88%	▲ 22
102	Autoneum	https://www.link	Switzerland	3,063	147	4.80%	▼ -19
103	Kromberg & Schubert	https://www.link	Germany	4,804	227	4.73%	▲ 3
104	thyssenkrupp Presta	https://www.link	Liechtenstein	2,319	109	4.70%	▼ -11
105	Benteler	https://www.link	Austria	7,858	363	4.62%	▼ -17
106	FICOSA	https://www.link	Spain	2,758	127	4.60%	▼ -15
107	Volkswagen Group	https://www.link	Germany	110,445	5,000	4.53%	▲ 2
108	Mubea	https://www.link	Germany	2,816	127	4.51%	▼ -6
109	Volkswagen Autoeuropa	https://www.link	Portugal	1,783	80	4.49%	▼ -2
110	Autoliv	https://www.link	Sweden	14,854	666	4.48%	▼ -6
111	LEONI	https://www.link	Germany	10,564	471	4.46%	▼ -12
112	Inalfa Roof Systems Group	https://www.link	Netherlands	1,356	60	4.42%	▲ 19
113	Peugeot	https://www.link	France	7,669	336	4.38%	▼ -5
114	SMR Automotive Global	https://www.link	Germany	1,470	64	4.35%	▼ -34
115	ZF Group	https://www.link	Germany	57,829	2,500	4.32%	▼ -15
116	SMP Automotive Global	https://www.link	Germany	2,426	102	4.20%	▲ 4
117	Inter Cars	https://www.link	Poland	1,791	74	4.13%	▼ -7
118	Citroën	https://www.link	France	6,508	268	4.12%	▼ -28
119	Dacia	https://www.link	Romania	1,717	69	4.02%	▼ -5
120	Bertel O. Steen	https://www.link	Norway	1,268	50	3.94%	▲ 1
121	Feu Vert	https://www.link	Spain	1,110	42	3.78%	▼ -2
122	MAN Truck & Bus	https://www.link	Germany	7,468	274	3.67%	▲ 6
123	PKC Group	https://www.link	Finland	2,656	97	3.65%	▼ -18
124	Audi Hungaria	https://www.link	Hungary	1,612	58	3.60%	▼ -2
125	VDL Nedcar	https://www.link	Netherlands	1,282	45	3.51%	▼ -13
126	AUDI	https://www.link	Germany	19,149	666	3.48%	▲ 1
127	Varroc Safety and Mobility	https://www.link	Poland	2,057	70	3.40%	▼ -127
128	Piaggio Group	https://www.link	Italy	3,281	110	3.35%	▼ -4
129	Volkswagen Poznan	https://www.link	Poland	1,291	43	3.33%	▼ -16
130	Teksid	https://www.link	Italy	1,305	43	3.30%	▲ 2
131	Škoda Auto	https://www.link	Czech Republic	7,508	241	3.21%	▼ -5
132	Volvo Car Gent	https://www.link	Belgium	1,046	32	3.06%	▼ -29
133	NGK	https://www.link	Poland	1,259	35	2.78%	▼ -15
134	Opel	https://www.link	Germany	5,169	134	2.59%	▼ -1
135	KwikFit	https://www.link	Netherlands	1,345	31	2.30%	▼ -5
136	Fiat	https://www.link	Italy	2,539	48	1.89%	▼ -1

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 our contact us at support@dsmn8.com



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