

DSMN8

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

Industry at a glance:

Average Score: **5.79%** Total Companies: **140** Global Industry Average: **4.94%**

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	Van Mossel	https://www.linkedin.com/company/van-mossel/	Netherlands	1,099	190	17.29%	▲ 0
2	Alpine	https://www.linkedin.com/company/alpine-automotive/	France	1,706	275	16.12%	▲ 0
3	Polestar	https://www.linkedin.com/company/polestar-automotive/	Sweden	3,116	459	14.73%	▲ 0
4	Prometeon Tyre Group	https://www.linkedin.com/company/prometeon-tyre-group/	Italy	2,260	314	13.89%	▲ 0
5	Carglass France	https://www.linkedin.com/company/carglass-france/	France	1,289	173	13.42%	▲ 3
6	Lynk & Co	https://www.linkedin.com/company/lynk-co/	Sweden	1,066	138	12.95%	▼ -1
7	AMAG Group	https://www.linkedin.com/company/amag-group/	Switzerland	2,738	354	12.93%	▼ -1
8	Volkswagen Group Service	https://www.linkedin.com/company/volkswagen-group-service/	Germany	1,903	209	10.98%	▲ 7
9	AGP Group	https://www.linkedin.com/company/agp-group/	Belgium	1,216	126	10.36%	▲ 0
10	Toyota Motor Manufacturing Europe	https://www.linkedin.com/company/toyota-motor-manufacturing-europe/	France	1,022	104	10.18%	▲ 1
11	Porsche Engineering	https://www.linkedin.com/company/porsche-engineering/	Germany	1,423	142	9.98%	▲ 13
12	Garrett	https://www.linkedin.com/company/garrett-automotive/	Switzerland	3,064	294	9.60%	▲ 0
13	Retail Renault Group	https://www.linkedin.com/company/retail-renault-group/	France	2,495	239	9.58%	New Entry
14	Appplus+ IDIADA	https://www.linkedin.com/company/appplus-idiada/	Spain	2,347	219	9.33%	▼ -7
15	Bridgestone EMIA	https://www.linkedin.com/company/bridgestone-emia/	Belgium	4,836	449	9.28%	▲ 5
16	EvoBus	https://www.linkedin.com/company/evo-bus/	Germany	1,607	144	8.96%	▲ 16
17	BCS	https://www.linkedin.com/company/bcs-automotive/	Germany	1,058	92	8.70%	▼ -7
18	Maserati	https://www.linkedin.com/company/maserati-automotive/	Italy	2,682	231	8.61%	▼ -2
19	Toyota Motor Europe	https://www.linkedin.com/company/toyota-motor-europe/	Belgium	3,184	267	8.39%	▲ 15
20	Mercedes-Benz France	https://www.linkedin.com/company/mercedes-benz-france/	France	1,565	131	8.37%	▼ -3
21	Eldor Corporation	https://www.linkedin.com/company/eldor-corporation/	Italy	1,448	121	8.36%	▲ 30
22	CES	https://www.linkedin.com/company/ces-automotive/	Germany	1,143	95	8.31%	▼ -4
23	BHTC	https://www.linkedin.com/company/bhtc/	Germany	1,418	114	8.04%	▲ 10

24	Bosch Engineering	https://www.linke	Germany	1,794	142	7.92%	New Entry
25	Italdesign	https://www.linke	Italy	1,139	90	7.90%	▼ -2
26	Huf Group	https://www.linke	Germany	2,042	161	7.88%	▲ 23
27	Vitesco Technologies	https://www.linke	Germany	11,029	856	7.76%	▼ -5
28	Bosch Romania	https://www.linke	Romania	2,369	180	7.60%	▼ -7
29	Simoldes Plastics	https://www.linke	Portugal	1,209	91	7.53%	▲ 16
30	SEG Automotive	https://www.linke	Germany	1,654	122	7.38%	▼ -17
31	Norauto France	https://www.linke	France	3,785	279	7.37%	▲ 0
32	Mercedes-AMG	https://www.linke	Germany	2,131	152	7.13%	▲ 9
33	Daimler Truck	https://www.linke	Germany	6,520	464	7.12%	▼ -8
34	Yazaki Europe	https://www.linke	Germany	1,576	112	7.11%	▼ -7
35	Bilia	https://www.linke	Sweden	1,398	98	7.01%	▼ -9
36	Plastic Omnium	https://www.linke	France	12,862	894	6.95%	▲ 0
37	Maxion Wheels	https://www.linke	Germany	3,345	232	6.94%	▲ 22
38	TMD Friction	https://www.linke	Germany	1,300	88	6.77%	▼ -10
39	Ferrari	https://www.linke	Italy	8,800	595	6.76%	▲ 27
40	ZKW	https://www.linke	Austria	1,864	123	6.60%	▲ 7
41	AVL	https://www.linke	Austria	8,083	533	6.59%	▲ 29
42	Veoneer	https://www.linke	Sweden	2,728	176	6.45%	▲ 48
43	Formel D Group	https://www.linke	Germany	2,688	173	6.44%	▼ -8
44	Renault Group	https://www.linke	France	46,978	3,000	6.39%	▼ -5
45	Renault-Nissan-Mitsubishi	https://www.linke	France	6,081	387	6.36%	▲ 5
46	Novares Group	https://www.linke	France	2,402	151	6.29%	▼ -6
47	Standard Profil Group	https://www.linke	Germany	1,369	86	6.28%	▼ -4
48	Volvo Cars	https://www.linke	Sweden	27,016	1,675	6.20%	▲ 19
49	ElringKlinger	https://www.linke	Germany	2,681	166	6.19%	▼ -19
50	CIE Automotive	https://www.linke	Spain	1,687	104	6.16%	▲ 32
51	Hirschmann Automotive	https://www.linke	Austria	1,693	103	6.08%	▲ 6
52	HELLA	https://www.linke	Germany	15,223	921	6.05%	▼ -8
53	Automobili Lamborghini	https://www.linke	Italy	3,962	239	6.03%	▼ -34
54	Renault Trucks	https://www.linke	France	6,202	370	5.97%	▲ 10
55	Michelin	https://www.linke	France	42,121	2,500	5.94%	▲ 0
56	Webasto Group	https://www.linke	Germany	5,806	342	5.89%	▼ -2
57	Continental	https://www.linke	Germany	67,934	4,000	5.89%	▼ -9
58	Adler Pelzer Group	https://www.linke	Germany	2,551	149	5.84%	▲ 3
59	VDL Nedcar	https://www.linke	Netherlands	1,375	80	5.82%	▲ 24
60	Aptiv	https://www.linke	Ireland	25,902	1,504	5.81%	▲ 3
61	Ducati Motor Holding	https://www.linke	Italy	1,884	109	5.79%	▲ 15
62	Volvo Buses	https://www.linke	Sweden	1,770	101	5.71%	▲ 13
63	Nokian Tyres	https://www.linke	Finland	1,300	73	5.62%	▼ -34
64	Brose Group	https://www.linke	Germany	7,572	425	5.61%	▼ -4
65	Scania Sverige	https://www.linke	Sweden	1,842	100	5.43%	▼ -7
66	Mubea	https://www.linke	Germany	2,992	162	5.41%	▲ 26
67	DRÄXLMAIER	https://www.linke	Germany	11,892	638	5.36%	▼ -21
68	BMW Group	https://www.linke	Germany	47,196	2,500	5.30%	▲ 4
69	MAHLE	https://www.linke	Germany	21,252	1,114	5.24%	▼ -4
70	Kongsberg Automotive	https://www.linke	Switzerland	2,692	141	5.24%	▲ 11
71	Faurecia	https://www.linke	France	33,914	1,750	5.16%	▲ 7
72	RONAL GROUP	https://www.linke	Switzerland	1,029	53	5.15%	New Entry
73	Kautex Textron	https://www.linke	Germany	2,142	109	5.09%	▼ -4
74	Antolin	https://www.linke	Spain	7,225	362	5.01%	New Entry
75	SEAT	https://www.linke	Spain	6,347	318	5.01%	▼ -23
76	SEWS-CABIND	https://www.linke	Italy	1,508	74	4.91%	▲ 3
77	IVECO	https://www.linke	Italy	7,444	360	4.84%	▲ 19
78	KOSTAL Group	https://www.linke	Germany	4,969	240	4.83%	▲ 15
79	Sogefi Group	https://www.linke	Italy	2,722	131	4.81%	▼ -23
80	Snop	https://www.linke	France	2,195	105	4.78%	▲ 9
81	Volvo Trucks	https://www.linke	Sweden	10,481	488	4.66%	▲ 10
82	Inter Cars	https://www.linke	Poland	1,935	90	4.65%	▲ 23
83	Benteler	https://www.linke	Austria	8,263	384	4.65%	▲ 16
84	Grammer	https://www.linke	Germany	1,667	77	4.62%	▲ 2
85	KTM	https://www.linke	Austria	2,707	125	4.62%	▼ -43
86	LEONI	https://www.linke	Germany	10,384	476	4.58%	▲ 2
87	Haldex	https://www.linke	Sweden	1,137	52	4.57%	▲ 8
88	Valmet Automotive	https://www.linke	Finland	1,621	74	4.57%	▼ -50
89	Iveco Group	https://www.linke	Italy	15,448	698	4.52%	▲ 11
90	Volkswagen	https://www.linke	Germany	1,915	86	4.49%	New Entry
91	Röchling Automotive	https://www.linke	Germany	1,251	56	4.48%	▼ -23
92	KIRCHHOFF Automotive	https://www.linke	Germany	1,976	86	4.35%	▲ 18
93	SAS interior modules	https://www.linke	Germany	1,080	47	4.35%	New Entry
94	Pirelli	https://www.linke	Italy	12,667	548	4.33%	▲ 0
95	Sodecia	https://www.linke	Portugal	2,173	94	4.33%	▼ -22

96	Volkswagen Autoeuropa	https://www.link€	Portugal	1,900	82	4.32%	▼ -12
97	Hirschvogel Group	https://www.link€	Germany	1,116	48	4.30%	New Entry
98	Peugeot	https://www.link€	France	7,596	324	4.27%	▲ 9
99	Porsche	https://www.link€	Germany	14,870	631	4.24%	▼ -62
100	thyssenkrupp Presta	https://www.link€	Liechtenstein	2,431	103	4.24%	▼ -2
101	DAF Trucks	https://www.link€	Netherlands	5,468	230	4.21%	▼ -4
102	FEV Europe	https://www.link€	Germany	1,417	59	4.16%	▼ -31
103	Volvo Car Gent	https://www.link€	Belgium	1,061	44	4.15%	▲ 26
104	Dacia	https://www.link€	Romania	1,759	72	4.09%	▲ 2
105	ZF Group	https://www.link€	Germany	61,203	2,500	4.08%	▼ -3
106	Kromberg & Schubert	https://www.link€	Germany	5,008	204	4.07%	▼ -5
107	Grupo Salvador Caetano	https://www.link€	Portugal	3,115	123	3.95%	▼ -20
108	Mercedes-Benz	https://www.link€	Germany	36,868	1,446	3.92%	▼ -28
109	Citroën	https://www.link€	France	6,436	251	3.90%	▲ 0
110	Stellantis	https://www.link€	Netherlands	104,762	4,000	3.82%	New Entry
111	Autoliv	https://www.link€	Sweden	15,452	569	3.68%	▼ -3
112	SMP Automotive Global	https://www.link€	Germany	2,506	89	3.55%	▼ -9
113	FICOSA	https://www.link€	Spain	2,865	101	3.53%	▼ -9
114	Knorr-Bremse	https://www.link€	Germany	8,061	283	3.51%	▲ 3
115	Feu Vert	https://www.link€	Spain	1,066	37	3.47%	▲ 11
116	Bertel O. Steen	https://www.link€	Norway	1,306	45	3.45%	▲ 18
117	Volkswagen Poznan	https://www.link€	Poland	1,307	45	3.44%	▲ 1
118	PKC Group	https://www.link€	Finland	2,774	95	3.42%	▼ -6
119	Audi Hungaria	https://www.link€	Hungary	1,704	57	3.35%	▼ -8
120	Autoneum	https://www.link€	Switzerland	3,305	109	3.30%	▼ -6
121	Fiat	https://www.link€	Italy	2,213	71	3.21%	▲ 11
122	MAN Truck & Bus	https://www.link€	Germany	7,753	245	3.16%	▼ -6
123	Inalfa Roof Systems Group	https://www.link€	Netherlands	1,397	44	3.15%	▲ 8
124	Brembo	https://www.link€	Italy	4,647	144	3.10%	▼ -5
125	À koda Auto	https://www.link€	Czech Republic	7,856	227	2.89%	▼ -10
126	Teksid	https://www.link€	Italy	1,430	41	2.87%	▼ -13
127	Varroc Safety and Mobility	https://www.link€	Poland	1,940	54	2.78%	▼ -5
128	Volvo Group	https://www.link€	Sweden	70,994	1,950	2.75%	▼ -4
129	Piaggio Group	https://www.link€	Italy	3,476	95	2.73%	▼ -8
130	Carglass Nederland	https://www.link€	Netherlands	1,074	29	2.70%	▼ -3
131	AUDI	https://www.link€	Germany	20,182	533	2.64%	▼ -11
132	Eberspächer	https://www.link€	Germany	4,287	110	2.57%	▼ -7
133	KwikFit	https://www.link€	Netherlands	1,375	35	2.55%	▲ 0
134	Opel	https://www.link€	Germany	5,182	127	2.45%	▼ -6
135	SMR Automotive Global	https://www.link€	Germany	1,679	40	2.38%	▼ -12
136	NGK	https://www.link€	Poland	1,237	26	2.10%	▼ -6
137	Schindler Group	https://www.link€	Switzerland	29,658	404	1.36%	New Entry
138	Scania Group	https://www.link€	Sweden	23,194	213	0.92%	▼ -64
139	Volkswagen Group	https://www.link€	Germany	112,489	879	0.78%	New Entry
140	Freudenberg Group	https://www.link€	Germany	17,036	91	0.53%	▼ -4

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.

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