



The USA's Most Active Automotive Professionals on Social - July 2023

Industry at a glance:

Average Score: 3.74%

Total Companies: 137

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

So, where does your company rank?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 automotive companies and their social media performance metrics.

24	Shape	https://www.link	United States	1,552	83	5.35%	▲ 0
25	TBC	https://www.link	United States	1,591	85	5.34%	▲ 38
26	Holman	https://www.link	United States	3,857	199	5.16%	▼ -6
27	Joyson Safety Systems	https://www.link	United States	5,881	295	5.02%	▲ 0
28	Mercedes-Benz U.S. Intern	https://www.link	United States	1,156	55	4.76%	▼ -11
29	Challenge Manufacturing	https://www.link	United States	1,140	53	4.65%	▲ 5
30	American Tire Distributors	https://www.link	United States	2,579	117	4.54%	▼ -1
31	Navistar	https://www.link	United States	8,615	388	4.50%	▲ 2
32	Group 1 Automotive	https://www.link	United States	2,729	122	4.47%	▲ 23
33	The Goodyear Tire & Rubb	https://www.link	United States	24,129	1,077	4.46%	▼ -1
34	Subaru of America	https://www.link	United States	3,067	136	4.43%	▲ 2
35	Nuro	https://www.link	United States	1,151	51	4.43%	▼ -9
36	Toyota North America	https://www.link	United States	17,224	761	4.42%	▼ -6
37	Allison Transmission	https://www.link	United States	2,574	112	4.35%	▲ 12
38	Factory Motor Parts	https://www.link	United States	1,366	57	4.17%	▲ 70
39	Mavis Tire	https://www.link	United States	1,656	68	4.11%	▲ 60
40	Dorman Products	https://www.link	United States	1,787	72	4.03%	▲ 0
41	Cooper Standard	https://www.link	United States	7,138	287	4.02%	▲ 7
42	Cummins	https://www.link	United States	40,867	1,625	3.98%	▲ 1
43	AAM	https://www.link	United States	7,864	311	3.95%	▲ 2
44	Bridgestone Americas	https://www.link	United States	14,049	555	3.95%	▼ -9
45	Dana	https://www.link	United States	14,245	554	3.89%	▼ -7
46	Automotive News	https://www.link	United States	1,294	49	3.79%	▲ 8
47	Lear	https://www.link	United States	40,786	1,525	3.74%	▲ 4
48	Dent Wizard International	https://www.link	United States	1,304	48	3.68%	▲ 9
49	Adient	https://www.link	United States	14,001	513	3.66%	▲ 16
50	Nexteer Automotive	https://www.link	United States	7,044	255	3.62%	▲ 8
51	Safelite	https://www.link	United States	5,534	200	3.61%	▲ 23
52	Visteon Corporation	https://www.link	United States	9,766	350	3.58%	▼ -13
53	Summit Polymers	https://www.link	United States	1,046	37	3.54%	▼ -7
54	Tenneco	https://www.link	United States	24,429	859	3.52%	▲ 5
55	Inteva Products	https://www.link	United States	3,094	107	3.46%	▲ 1
56	Caliber Collision	https://www.link	United States	5,615	191	3.40%	▼ -9
57	Flex-N-Gate	https://www.link	United States	4,136	140	3.38%	▼ -16
58	Toyota Boshoku America	https://www.link	United States	2,694	90	3.34%	▲ 4
59	Toyo Tires	https://www.link	United States	1,413	47	3.33%	▼ -15
60	IAC Group	https://www.link	United States	6,590	217	3.29%	▲ 1
61	Toyoda Gosei Americas	https://www.link	United States	1,442	47	3.26%	▲ 9
62	Yazaki North America	https://www.link	United States	4,942	159	3.22%	▲ 13
63	Gentex Corporation	https://www.link	United States	2,456	78	3.18%	▼ -26
64	SRG Global	https://www.link	United States	2,304	72	3.13%	▲ 25
65	BMW Manufacturing	https://www.link	United States	4,549	141	3.10%	▲ 3
66	JM Family Enterprises	https://www.link	United States	3,833	117	3.05%	▲ 10
67	Ford Motor Company	https://www.link	United States	131,852	4,000	3.03%	▲ 6
68	Hyundai Motor America	https://www.link	United States	3,811	115	3.02%	▲ 12
69	Standard Motor Products	https://www.link	United States	1,426	43	3.02%	▼ -5
70	Volkswagen of America	https://www.link	United States	6,191	186	3.00%	▲ 1
71	Audi of America	https://www.link	United States	1,701	51	3.00%	▼ -19
72	BMW of North America	https://www.link	United States	3,782	113	2.99%	▼ -19
73	Napleton Automotive Group	https://www.link	United States	1,038	31	2.99%	New Entry
74	AutoNation	https://www.link	United States	7,477	223	2.98%	▲ 4
75	Gerber Collision & Glass	https://www.link	United States	2,640	78	2.95%	▼ -6
76	Schindler Elevator Corpora	https://www.link	United States	4,879	142	2.91%	New Entry
77	Jeep	https://www.link	United States	2,840	81	2.85%	▲ 8
78	Shiloh Industries	https://www.link	United States	1,375	39	2.84%	New Entry
79	Sumitomo Electric Wiring S	https://www.link	United States	2,017	57	2.83%	▼ -12
80	LKQ	https://www.link	United States	6,758	186	2.75%	▲ 16
81	IAA	https://www.link	United States	2,438	66	2.71%	▼ -21
82	Harley-Davidson Motor Co	https://www.link	United States	10,327	279	2.70%	▼ -10
83	West Herr Automotive Grou	https://www.link	United States	1,003	27	2.69%	New Entry
84	Auto Plus Auto Parts	https://www.link	United States	1,048	28	2.67%	▼ -18
85	Roush	https://www.link	United States	2,037	54	2.65%	▼ -3
86	Henniges Automotive	https://www.link	United States	1,504	39	2.59%	▲ 15
87	Android Industries	https://www.link	United States	1,395	36	2.58%	▼ -56
88	Mercedes-Benz USA	https://www.link	United States	9,734	249	2.56%	▼ -2
89	North American Lighting	https://www.link	United States	2,211	56	2.53%	▲ 5
90	Bosch Automotive Service	https://www.link	United States	1,068	27	2.53%	▼ -48
91	Superior Industries	https://www.link	United States	2,034	50	2.46%	▲ 1
92	Take 5 Oil Change	https://www.link	United States	1,345	33	2.45%	New Entry
93	DENSO	https://www.link	United States	16,362	393	2.40%	▲ 0
94	Meritor	https://www.link	United States	4,652	111	2.39%	▼ -15
95	Yokohama Tire	https://www.link	United States	1,754	41	2.34%	▼ -11

96	General Motors	https://www.link	United States	128,488	3,000	2.33%	▼ -13
97	Enterprise Car Sales	https://www.link	United States	1,065	24	2.25%	▼ -16
98	Copart	https://www.link	United States	3,842	86	2.24%	▼ -8
99	AutoZone	https://www.link	United States	30,751	673	2.19%	▼ -4
100	Subaru of Indiana Automot	https://www.link	United States	1,874	40	2.13%	▼ -50
101	Mazda North American Op	https://www.link	United States	1,782	38	2.13%	▼ -14
102	BWI GROUP	https://www.link	United States	1,481	31	2.09%	▼ -5
103	Dura Automotive Systems	https://www.link	United States	1,790	37	2.07%	New Entry
104	Hendrick Automotive Group	https://www.link	United States	3,352	69	2.06%	▼ -6
105	Kia America	https://www.link	United States	3,427	69	2.01%	▲ 1
106	Southern Tire Mart	https://www.link	United States	1,057	21	1.99%	▼ -18
107	American Honda Motor Co	https://www.link	United States	11,586	220	1.90%	▼ -16
108	BorgWarner	https://www.link	United States	18,226	325	1.78%	▼ -86
109	East Penn	https://www.link	United States	1,828	30	1.64%	▼ -9
110	Honda R&D Americas	https://www.link	United States	2,256	37	1.64%	▲ 1
111	Discount Tire	https://www.link	United States	7,288	117	1.61%	▼ -7
112	Manheim	https://www.link	United States	5,063	81	1.60%	▼ -7
113	Oshkosh Corporation	https://www.link	United States	7,902	125	1.58%	▼ -3
114	WORLD PAC	https://www.link	United States	1,507	23	1.53%	▲ 3
115	Forest River	https://www.link	United States	2,294	34	1.48%	▼ -8
116	Asbury Automotive Group	https://www.link	United States	3,783	56	1.48%	▼ -4
117	OPENLANE	https://www.link	United States	6,161	88	1.43%	New Entry
118	Porsche Cars North America	https://www.link	United States	7,647	103	1.35%	▲ 3
119	Carquest Auto Parts	https://www.link	United States	2,912	38	1.30%	▼ -10
120	Chevrolet	https://www.link	United States	9,229	120	1.30%	▼ -6
121	Exide Technologies	https://www.link	United States	1,872	23	1.23%	▲ 3
122	PACCAR	https://www.link	United States	15,945	191	1.20%	▼ -7
123	Tower International	https://www.link	United States	1,933	23	1.19%	▼ -7
124	NADA	https://www.link	United States	3,453	40	1.16%	▲ 2
125	Midas International	https://www.link	United States	1,814	20	1.10%	▼ -12
126	Service King Collision	https://www.link	United States	1,652	17	1.03%	▼ -8
127	ABRA Auto Body & Glass	https://www.link	United States	1,020	10	0.98%	▲ 0
128	Takata	https://www.link	United States	3,527	33	0.94%	▲ 0
129	Pep Boys	https://www.link	United States	4,576	41	0.90%	New Entry
130	Larry H. Miller Dealerships	https://www.link	United States	1,849	16	0.87%	▼ -10
131	Akebono Brake	https://www.link	United States	1,460	12	0.82%	▼ -8
132	Big O Tires	https://www.link	United States	1,813	12	0.66%	▼ -10
133	Meineke Car Care Centers	https://www.link	United States	1,377	9	0.65%	▼ -14
134	GMC	https://www.link	United States	2,301	15	0.65%	New Entry
135	Jiffy Lube International	https://www.link	United States	2,914	12	0.41%	▼ -5
136	Blue Beacon Truck Washes	https://www.link	United States	1,059	1	0.09%	New Entry
137	Freightliner	https://www.link	United States	1,079	1	0.09%	▼ -8

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