

DSMN8

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

Industry at a glance:

Average Score:
3.96%

Total Companies:
146

Global Industry Average:
3.42%

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	Mercedes-AMG	https://www.linkedin.com/company/mercedes-amg	Germany	2,308	544	23.57%	▲ 31
2	Emil Frey France	https://www.linkedin.com/company/emil-frey-france	France	1,018	134	13.16%	New Entry
3	Polestar	https://www.linkedin.com/company/polestar	Sweden	3,101	345	11.13%	▲ 0
4	Hedin Bil	https://www.linkedin.com/company/hedin-bil	Sweden	1,034	110	10.64%	New Entry
5	Van Mossel Automotive Gr	https://www.linkedin.com/company/van-mossel-automotive-gr	Netherlands	1,139	113	9.92%	▼ -4
6	PROMETEON TYRE GRO	https://www.linkedin.com/company/prometeon-tyre-gro	Italy	2,435	206	8.46%	▼ -2
7	Alpine	https://www.linkedin.com/company/alpine	France	1,820	151	8.30%	▼ -5
8	Lynk & Co	https://www.linkedin.com/company/lynk-co	Sweden	1,069	85	7.95%	▼ -2
9	Garrett - Advancing Motion	https://www.linkedin.com/company/garrett-advancing-motion	Switzerland	3,172	238	7.50%	▲ 3
10	AGP Group	https://www.linkedin.com/company/agp-group	Belgium	1,207	90	7.46%	▼ -1
11	AMAG Group	https://www.linkedin.com/company/amag-group	Switzerland	2,785	202	7.25%	▼ -4
12	Italdesign	https://www.linkedin.com/company/italdesign	Italy	1,155	78	6.75%	▲ 13
13	Carglass France	https://www.linkedin.com/company/carglass-france	France	1,326	81	6.11%	▼ -8
14	Toyota Motor Manufacturin	https://www.linkedin.com/company/toyota-motor-manufacturin	France	1,059	64	6.04%	▼ -4
15	BCS Automotive Interface	https://www.linkedin.com/company/bcs-automotive-interface	Germany	1,095	66	6.03%	▲ 2
16	Eldor	https://www.linkedin.com/company/eldor	Italy	1,479	89	6.02%	▲ 5
17	Toyota Motor Europe	https://www.linkedin.com/company/toyota-motor-europe	Belgium	3,278	186	5.67%	▲ 2
18	Applus+ IDIADA	https://www.linkedin.com/company/applus-idiada	Spain	2,399	133	5.54%	▼ -4
19	Bosch Romania	https://www.linkedin.com/company/bosch-romania	Romania	2,609	142	5.44%	▲ 9
20	Bridgestone EMIA	https://www.linkedin.com/company/bridgestone-emia	Belgium	5,269	279	5.30%	▼ -5
21	Yazaki Europe	https://www.linkedin.com/company/yazaki-europe	Germany	1,644	87	5.29%	▲ 13
22	Daimler Truck	https://www.linkedin.com/company/daimler-truck	Germany	7,140	371	5.20%	▲ 11
23	Automobili Lamborghini	https://www.linkedin.com/company/automobili-lamborghini	Italy	4,157	216	5.20%	▲ 30

24	Formel D Group	https://www.linke	Germany	2,845	143	5.03%	▲ 19
25	Continental Engineering Se	https://www.linke	Germany	1,200	60	5.00%	▼ -3
26	Retail Renault Group	https://www.linke	France	2,474	122	4.93%	▼ -13
27	Mercedes-Benz France	https://www.linke	France	1,555	76	4.89%	▼ -7
28	Volkswagen Group Service	https://www.linke	Germany	2,033	99	4.87%	▼ -20
29	UTAC	https://www.linke	France	1,113	54	4.85%	New Entry
30	Maserati	https://www.linke	Italy	2,661	129	4.85%	▼ -12
31	Michelin	https://www.linke	France	43,216	2,046	4.73%	▲ 24
32	Bilia	https://www.linke	Sweden	1,443	67	4.64%	▲ 3
33	Bosch Engineering	https://www.linke	Germany	1,831	85	4.64%	▼ -9
34	Scania Sverige	https://www.linke	Sweden	1,997	92	4.61%	▲ 31
35	Renault Group	https://www.linke	France	47,816	2,200	4.60%	▲ 9
36	BMW Group	https://www.linke	Germany	48,381	2,175	4.50%	▲ 32
37	Plastic Omnium	https://www.linke	France	13,268	594	4.48%	▼ -1
38	Behr-Hella Thermocontrol	https://www.linke	Germany	1,491	66	4.43%	▼ -15
39	Ducati Motor Holding	https://www.linke	Italy	1,928	85	4.41%	▲ 22
40	Valmet Automotive	https://www.linke	Finland	1,637	72	4.40%	▲ 48
41	Vitesco Technologies	https://www.linke	Germany	11,725	510	4.35%	▼ -14
42	Volkswagen	https://www.linke	Germany	3,471	150	4.32%	▲ 48
43	SEG Automotive	https://www.linke	Germany	1,719	74	4.30%	New Entry
44	Volvo Buses	https://www.linke	Sweden	1,769	76	4.30%	▲ 18
45	Hirschmann Automotive	https://www.linke	Austria	1,760	75	4.26%	▲ 6
46	Volvo Cars	https://www.linke	Sweden	27,278	1,162	4.26%	▲ 2
47	ZKW	https://www.linke	Austria	1,910	81	4.24%	▼ -7
48	Huf Group	https://www.linke	Germany	2,088	88	4.21%	▼ -22
49	Scania Group	https://www.linke	Sweden	23,641	995	4.21%	▲ 89
50	SAS	https://www.linke	Germany	1,146	48	4.19%	New Entry
51	Emil Frey Gruppe Schweiz	https://www.linke	Switzerland	1,005	42	4.18%	New Entry
52	Standard Profil Group	https://www.linke	Germany	1,397	58	4.15%	▼ -5
53	TMD Friction	https://www.linke	Germany	1,338	55	4.11%	▼ -15
54	Bader	https://www.linke	Germany	1,005	41	4.08%	New Entry
55	SEAT	https://www.linke	Spain	6,469	262	4.05%	▲ 20
56	Daimler Buses	https://www.linke	Germany	1,680	68	4.05%	New Entry
57	Maxion Wheels	https://www.linke	Germany	3,484	140	4.02%	▼ -20
58	Aptiv	https://www.linke	Ireland	26,967	1,078	4.00%	▲ 2
59	EiringKlinger	https://www.linke	Germany	2,777	109	3.93%	▼ -10
60	Adler Pelzer Group	https://www.linke	Germany	2,651	104	3.92%	▼ -2
61	Sogefi Group	https://www.linke	Italy	2,786	109	3.91%	▲ 18
62	Brose Group	https://www.linke	Germany	7,851	306	3.90%	▲ 2
63	Webasto Group	https://www.linke	Germany	6,033	235	3.90%	▼ -7
64	AVL	https://www.linke	Austria	8,243	321	3.89%	▼ -23
65	Renault Trucks	https://www.linke	France	6,322	246	3.89%	▼ -11
66	FEV Europe	https://www.linke	Germany	1,434	55	3.84%	▲ 36
67	HELLA	https://www.linke	Germany	15,716	585	3.72%	▼ -15
68	Simoldes Plastics	https://www.linke	Portugal	1,241	46	3.71%	▼ -39
69	Rosenbauer Group	https://www.linke	Austria	1,146	42	3.66%	New Entry
70	Nokian Tyres	https://www.linke	Finland	1,319	48	3.64%	▼ -7
71	DRÄXLMAIER Group	https://www.linke	Germany	12,241	444	3.63%	▼ -4
72	RONAL GROUP	https://www.linke	Switzerland	1,054	38	3.61%	▲ 0
73	Pirelli	https://www.linke	Italy	12,963	464	3.58%	▲ 21
74	Sodecia	https://www.linke	Portugal	2,211	79	3.57%	▲ 21
75	Mercedes-Benz España	https://www.linke	Spain	1,274	45	3.53%	New Entry
76	Ferrari	https://www.linke	Italy	9,496	335	3.53%	▼ -37
77	Continental	https://www.linke	Germany	71,479	2,500	3.50%	▼ -20
78	Mubea	https://www.linke	Germany	3,083	107	3.47%	▼ -12
79	Volvo Trucks	https://www.linke	Sweden	10,754	368	3.42%	▲ 2
80	Porsche	https://www.linke	Germany	15,896	539	3.39%	▲ 19
81	MAHLE	https://www.linke	Germany	21,869	727	3.32%	▼ -12
82	Volkswagen Poznan	https://www.linke	Poland	1,330	44	3.31%	▲ 35
83	Din Bil Gruppen	https://www.linke	Sweden	1,033	34	3.29%	New Entry
84	Faurecia	https://www.linke	France	33,499	1,070	3.19%	▼ -13
85	Inter Cars	https://www.linke	Poland	2,036	65	3.19%	▼ -3
86	Novares Group	https://www.linke	France	2,471	78	3.16%	▼ -40
87	IVECO	https://www.linke	Italy	7,484	234	3.13%	▼ -10
88	Iveco Group	https://www.linke	Italy	16,136	501	3.10%	▲ 1
89	KOSTAL Group	https://www.linke	Germany	5,035	156	3.10%	▼ -11
90	LEONI	https://www.linke	Germany	10,706	330	3.08%	▼ -4
91	CIE Automotive	https://www.linke	Spain	1,769	54	3.05%	▼ -41
92	ARRK Engineering	https://www.linke	Germany	1,050	32	3.05%	New Entry
93	VDL Nedcar	https://www.linke	Netherlands	1,416	43	3.04%	▼ -34
94	Snop - Groupe FSD	https://www.linke	France	2,266	68	3.00%	▼ -14
95	Antolin	https://www.linke	Spain	7,327	217	2.96%	New Entry

96	Kautex Textron	https://www.linke	Germany	2,151	62	2.88%	▼ -23
97	Mercedes-Benz	https://www.linke	Germany	37,739	1,069	2.83%	▲ 11
98	Röchling Automotive	https://www.linke	Germany	1,276	36	2.82%	▼ -7
99	Autonom Group	https://www.linke	Romania	1,002	28	2.79%	New Entry
100	ZF Group	https://www.linke	Germany	63,386	1,764	2.78%	▲ 5
101	Kromberg & Schubert	https://www.linke	Germany	5,242	145	2.77%	▲ 5
102	Veoneer	https://www.linke	Sweden	2,486	68	2.74%	▼ -60
103	Autoneum	https://www.linke	Switzerland	3,391	91	2.68%	▲ 17
104	Hirschvogel Group	https://www.linke	Germany	1,164	31	2.66%	▼ -7
105	Louwman Group	https://www.linke	Netherlands	2,240	59	2.63%	New Entry
106	BENTELER Group	https://www.linke	Austria	8,358	219	2.62%	▼ -23
107	Grammer	https://www.linke	Germany	1,675	43	2.57%	▼ -23
108	DAF Trucks	https://www.linke	Netherlands	5,615	141	2.51%	▼ -7
109	Piaggio Group	https://www.linke	Italy	3,536	87	2.46%	▲ 20
110	Citroën	https://www.linke	France	6,511	160	2.46%	▼ -1
111	KIRCHHOFF Automotive	https://www.linke	Germany	2,042	50	2.45%	▼ -19
112	Peugeot	https://www.linke	France	7,812	189	2.42%	▼ -14
113	PKC Group	https://www.linke	Finland	2,804	67	2.39%	▲ 5
114	Inalfa Roof Systems Group	https://www.linke	Netherlands	1,430	34	2.38%	▲ 9
115	Grupo Salvador Caetano	https://www.linke	Portugal	3,157	75	2.38%	▼ -8
116	Bertel O. Steen	https://www.linke	Norway	1,308	31	2.37%	▲ 0
117	Autoliv	https://www.linke	Sweden	15,937	376	2.36%	▼ -6
118	AUDI HUNGARIA	https://www.linke	Hungary	1,784	42	2.35%	▲ 1
119	SMP Automotive Global	https://www.linke	Germany	2,556	60	2.35%	▼ -7
120	Stellantis	https://www.linke	Netherlands	106,670	2,500	2.34%	▼ -10
121	Dacia	https://www.linke	Romania	1,794	42	2.34%	▼ -17
122	MAN Truck & Bus	https://www.linke	Germany	7,798	179	2.30%	▲ 0
123	Kongsberg Automotive	https://www.linke	Switzerland	2,704	62	2.29%	▼ -53
124	KTM AG	https://www.linke	Austria	2,798	64	2.29%	▼ -39
125	Volvo Group	https://www.linke	Sweden	72,816	1,650	2.27%	▲ 3
126	SMR Automotive Global	https://www.linke	Germany	1,722	39	2.26%	▲ 9
127	Volvo Car Gent	https://www.linke	Belgium	1,062	24	2.26%	▼ -24
128	Brembo	https://www.linke	Italy	4,800	107	2.23%	▼ -4
129	AUDI	https://www.linke	Germany	20,892	450	2.15%	▲ 2
130	Knorr-Bremse	https://www.linke	Germany	8,239	174	2.11%	▼ -16
131	Škoda Auto	https://www.linke	Czechia	8,064	170	2.11%	▼ -6
132	FICOSA	https://www.linke	Spain	2,906	57	1.96%	▼ -19
133	Feu Vert España	https://www.linke	Spain	1,041	20	1.92%	▼ -18
134	Fiat	https://www.linke	Italy	2,457	47	1.91%	▼ -13
135	Carglass Nederland	https://www.linke	Netherlands	1,060	20	1.89%	▼ -5
136	thyssenkrupp Presta	https://www.linke	Liechtenstein	2,476	46	1.86%	▼ -36
137	Varroc Safety and Mobility	https://www.linke	Poland	1,844	34	1.84%	▼ -10
138	Haldex	https://www.linke	Sweden	1,121	20	1.78%	▼ -51
139	Eberspächer Group	https://www.linke	Germany	4,385	78	1.78%	▼ -7
140	Volkswagen Autoeuropa	https://www.linke	Portugal	1,922	34	1.77%	▼ -44
141	KwikFit	https://www.linke	Netherlands	1,406	23	1.64%	▼ -8
142	Opel	https://www.linke	Germany	5,132	72	1.40%	▼ -8
143	NGK	https://www.linke	Poland	1,265	16	1.26%	▼ -7
144	LKQ Europe	https://www.linke	Switzerland	5,546	46	0.83%	New Entry
145	Volkswagen Group	https://www.linke	Germany	112,875	534	0.47%	▼ -6
146	Freudenberg Group	https://www.linke	Germany	17,540	60	0.34%	▼ -6

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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