

# DSMN8

The UK's Most Active Automotive Professionals on Social - November 2023

## Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
<b>4.21%</b>	<b>30</b>	<b>3.42%</b>

## 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	Vertu Motors	<a href="https://www.linkedin.com/company/vertumotors">https://www.linkedin.com/company/vertumotors</a>	United Kingdom	2,015	170	8.44%	▲ 1
2	Jardine Motors Group	<a href="https://www.linkedin.com/company/jardine-motors-group">https://www.linkedin.com/company/jardine-motors-group</a>	United Kingdom	1,182	91	7.70%	▲ 1
3	Marshall Motor Group	<a href="https://www.linkedin.com/company/marshall-motor-group">https://www.linkedin.com/company/marshall-motor-group</a>	United Kingdom	1,748	133	7.61%	▼ -2
4	McLaren Automotive	<a href="https://www.linkedin.com/company/mclaren-automotive">https://www.linkedin.com/company/mclaren-automotive</a>	United Kingdom	2,488	187	7.52%	▲ 1
5	TrustFord	<a href="https://www.linkedin.com/company/trustford">https://www.linkedin.com/company/trustford</a>	United Kingdom	1,262	92	7.29%	New Entry
6	Aston Martin Lagonda	<a href="https://www.linkedin.com/company/aston-martin-lagonda">https://www.linkedin.com/company/aston-martin-lagonda</a>	United Kingdom	2,870	196	6.83%	▼ -2
7	Bentley Motors	<a href="https://www.linkedin.com/company/bentley-motors">https://www.linkedin.com/company/bentley-motors</a>	United Kingdom	3,836	257	6.70%	▲ 1
8	Group Lotus	<a href="https://www.linkedin.com/company/group-lotus">https://www.linkedin.com/company/group-lotus</a>	United Kingdom	2,057	113	5.49%	▲ 1
9	JLR	<a href="https://www.linkedin.com/company/jlr">https://www.linkedin.com/company/jlr</a>	United Kingdom	34,401	1,639	4.76%	▲ 4
10	Bristol Street Motors	<a href="https://www.linkedin.com/company/bristol-street-motors">https://www.linkedin.com/company/bristol-street-motors</a>	United Kingdom	1,073	51	4.75%	▲ 2
11	Lookers	<a href="https://www.linkedin.com/company/lookers">https://www.linkedin.com/company/lookers</a>	United Kingdom	2,433	113	4.64%	New Entry
12	Triumph Motorcycles	<a href="https://www.linkedin.com/company/triumph-motorcycles">https://www.linkedin.com/company/triumph-motorcycles</a>	United Kingdom	1,516	68	4.49%	▼ -5
13	Inchcape	<a href="https://www.linkedin.com/company/inchcape">https://www.linkedin.com/company/inchcape</a>	United Kingdom	1,636	71	4.34%	▼ -2
14	The AA	<a href="https://www.linkedin.com/company/the-aa">https://www.linkedin.com/company/the-aa</a>	United Kingdom	3,307	139	4.20%	▲ 1
15	GKN Automotive	<a href="https://www.linkedin.com/company/gkn-automotive">https://www.linkedin.com/company/gkn-automotive</a>	United Kingdom	8,369	348	4.16%	▲ 1
16	Audi UK	<a href="https://www.linkedin.com/company/audi-uk">https://www.linkedin.com/company/audi-uk</a>	United Kingdom	1,095	43	3.93%	▲ 2
17	Cazoo	<a href="https://www.linkedin.com/company/cazoo">https://www.linkedin.com/company/cazoo</a>	United Kingdom	1,074	40	3.72%	New Entry
18	Evans Halshaw	<a href="https://www.linkedin.com/company/evans-halshaw">https://www.linkedin.com/company/evans-halshaw</a>	United Kingdom	1,543	56	3.63%	▲ 2
19	Syner Group	<a href="https://www.linkedin.com/company/syner-group">https://www.linkedin.com/company/syner-group</a>	United Kingdom	2,008	71	3.54%	New Entry
20	BCA UK	<a href="https://www.linkedin.com/company/bca-uk">https://www.linkedin.com/company/bca-uk</a>	United Kingdom	1,911	64	3.35%	▼ -3
21	Mercedes-Benz in the UK	<a href="https://www.linkedin.com/company/mercedes-benz-in-the-uk">https://www.linkedin.com/company/mercedes-benz-in-the-uk</a>	United Kingdom	2,660	82	3.08%	▼ -2
22	SEWS-E	<a href="https://www.linkedin.com/company/sews-e">https://www.linkedin.com/company/sews-e</a>	United Kingdom	1,566	48	3.07%	▲ 0
23	Arnold Clark	<a href="https://www.linkedin.com/company/arnold-clark">https://www.linkedin.com/company/arnold-clark</a>	United Kingdom	4,183	125	2.99%	▲ 0

24	Euro Car Parts	<a href="https://www.linkedin.com/company/euro-car-parts">https://www.linkedin.com/company/euro-car-parts</a> United Kingdom	3,176	94	2.96%	▼ -3
25	Delphi Technologies	<a href="https://www.linkedin.com/company/delphi-technologies">https://www.linkedin.com/company/delphi-technologies</a> United Kingdom	1,716	30	1.75%	New Entry
26	Kwik-Fit	<a href="https://www.linkedin.com/company/kwik-fit">https://www.linkedin.com/company/kwik-fit</a> United Kingdom	1,048	18	1.72%	▼ -1
27	Pendragon	<a href="https://www.linkedin.com/company/pendragon">https://www.linkedin.com/company/pendragon</a> United Kingdom	3,509	53	1.51%	New Entry
28	Vauxhall Motors	<a href="https://www.linkedin.com/company/vauxhall-motors">https://www.linkedin.com/company/vauxhall-motors</a> United Kingdom	1,606	19	1.18%	▼ -4
29	McLaren Group	<a href="https://www.linkedin.com/company/mclaren-group">https://www.linkedin.com/company/mclaren-group</a> United Kingdom	3,324	21	0.63%	New Entry
30	Delphi	<a href="https://www.linkedin.com/company/delphi">https://www.linkedin.com/company/delphi</a> United Kingdom	17,060	78	0.46%	New Entry

## 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](mailto:support@dsmn8.com)



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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

