

DSMN8

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

Industry at a glance:

<p>Average Score:</p> <h1>2.75%</h1>	<p>Total Companies:</p> <h1>134</h1>	<p>Global Industry Average:</p> <h1>3.42%</h1>
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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	Fisker	https://www.linkedin.com/company/fisker	United States	1,059	154	14.54%	New Entry
2	ChargePoint	https://www.linkedin.com/company/chargepoint	United States	1,721	231	13.42%	▼ -1
3	Lucid Motors	https://www.linkedin.com/company/lucidmotors	United States	5,337	619	11.60%	▲ 0
4	Nikola Motor Company	https://www.linkedin.com/company/nikolamotor	United States	1,145	103	9.00%	▼ -2
5	Rivian	https://www.linkedin.com/company/rivian	United States	9,793	844	8.62%	▼ -1
6	Clarios	https://www.linkedin.com/company/clarios	United States	4,498	349	7.76%	▲ 2
7	Enterprise Fleet Management	https://www.linkedin.com/company/enterprise-fleet-management	United States	3,223	246	7.63%	▼ -1
8	Lippert	https://www.linkedin.com/company/lippert	United States	3,283	205	6.24%	▲ 11
9	Cruise	https://www.linkedin.com/company/cruise	United States	4,597	262	5.70%	▼ -4
10	Crash Champions	https://www.linkedin.com/company/crash-champions	United States	1,077	60	5.57%	New Entry
11	TI Fluid Systems	https://www.linkedin.com/company/ti-fluid-systems	United States	1,836	99	5.39%	▲ 2
12	Motional	https://www.linkedin.com/company/motional	United States	1,378	73	5.30%	▼ -5
13	Holman	https://www.linkedin.com/company/holman	United States	3,987	204	5.12%	▲ 13
14	Tesla	https://www.linkedin.com/company/tesla	United States	58,945	3,000	5.09%	▼ -3
15	Hunter Engineering Comp	https://www.linkedin.com/company/hunter-engineering	United States	1,339	68	5.08%	▲ 1
16	Zoox	https://www.linkedin.com/company/zoox	United States	2,724	135	4.96%	▼ -7
17	Driven Brands	https://www.linkedin.com/company/driven-brands	United States	1,352	67	4.96%	New Entry
18	Textron Specialized Vehicle	https://www.linkedin.com/company/textron-specialized-vehicle	United States	1,221	57	4.67%	▼ -8
19	Mercedes-Benz U.S. Intern	https://www.linkedin.com/company/mercedes-benz-us-international	United States	1,165	53	4.55%	▲ 9
20	Dealer Tire	https://www.linkedin.com/company/dealer-tire	United States	1,341	60	4.47%	▼ -6
21	Gentherm	https://www.linkedin.com/company/gentherm	United States	2,063	86	4.17%	▼ -1
22	DRIV	https://www.linkedin.com/company/driv	United States	1,645	62	3.77%	▼ -4
23	Daimler Truck North Ameri	https://www.linkedin.com/company/daimler-truck-north-america	United States	6,015	224	3.72%	▼ -1

24	AUTOKINITON	https://www.link	United States	1,163	42	3.61%	▼ -12
25	Lithia & Driveway	https://www.link	United States	4,414	159	3.60%	New Entry
26	Allison Transmission	https://www.link	United States	2,642	94	3.56%	▲ 11
27	Joyson Safety Systems	https://www.link	United States	6,075	215	3.54%	▲ 0
28	Mazda Toyota Manufacturi	https://www.link	United States	1,101	38	3.45%	▼ -13
29	BorgWarner	https://www.link	United States	17,646	587	3.33%	▲ 79
30	Club Car	https://www.link	United States	1,160	38	3.28%	▼ -13
31	BBB Industries	https://www.link	United States	1,451	47	3.24%	▼ -10
32	Subaru of America	https://www.link	United States	3,200	103	3.22%	▲ 2
33	RealTruck	https://www.link	United States	1,305	42	3.22%	New Entry
34	American Tire Distributors	https://www.link	United States	2,661	80	3.01%	▼ -4
35	TBC	https://www.link	United States	1,532	46	3.00%	▼ -10
36	Dent Wizard International	https://www.link	United States	1,347	40	2.97%	▲ 12
37	Challenge Manufacturing	https://www.link	United States	1,239	36	2.91%	▼ -8
38	Pierce Manufacturing	https://www.link	United States	1,072	31	2.89%	▼ -15
39	Nexeer Automotive	https://www.link	United States	7,110	202	2.84%	▲ 11
40	Navistar	https://www.link	United States	8,747	248	2.84%	▼ -9
41	Toyota North America	https://www.link	United States	17,600	496	2.82%	▼ -5
42	Dorman Products	https://www.link	United States	1,859	51	2.74%	▼ -2
43	Toyo Tires	https://www.link	United States	1,469	40	2.72%	▲ 16
44	The Goodyear Tire & Rubb	https://www.link	United States	24,482	661	2.70%	▼ -11
45	Summit Polymers	https://www.link	United States	1,112	30	2.70%	▲ 8
46	IAC Group	https://www.link	United States	6,738	181	2.69%	▲ 14
47	Group 1 Automotive	https://www.link	United States	2,795	75	2.68%	▼ -15
48	Automotive News	https://www.link	United States	1,368	36	2.63%	▼ -2
49	Cummins	https://www.link	United States	42,490	1,113	2.62%	▼ -7
50	AAM - American Axle & Ma	https://www.link	United States	8,089	211	2.61%	▼ -7
51	Fiem Industries	https://www.link	United States	1,190	31	2.61%	New Entry
52	Hyundai Motor America	https://www.link	United States	3,920	102	2.60%	▲ 16
53	West Herr Automotive Grou	https://www.link	United States	1,039	27	2.60%	▲ 30
54	Lear	https://www.link	United States	42,140	1,072	2.54%	▼ -7
55	Android Industries	https://www.link	United States	1,504	38	2.53%	▲ 32
56	Bosch Automotive	https://www.link	United States	1,075	27	2.51%	New Entry
57	Dana	https://www.link	United States	14,122	348	2.46%	▼ -12
58	Bridgestone Americas	https://www.link	United States	14,705	360	2.45%	▼ -14
59	Cooper Standard	https://www.link	United States	7,296	178	2.44%	▼ -18
60	JM Family Enterprises	https://www.link	United States	3,912	93	2.38%	▲ 6
61	Caliber Collision	https://www.link	United States	5,995	142	2.37%	▼ -5
62	Shape	https://www.link	United States	1,608	38	2.36%	▼ -38
63	Adient	https://www.link	United States	14,331	336	2.34%	▼ -14
64	Take 5 Oil Change	https://www.link	United States	1,510	35	2.32%	▲ 28
65	Roush	https://www.link	United States	2,063	47	2.28%	▲ 20
66	Safelite	https://www.link	United States	5,696	126	2.21%	▼ -15
67	BWI GROUP	https://www.link	United States	1,540	34	2.21%	▲ 35
68	Audi of America	https://www.link	United States	1,767	39	2.21%	▲ 3
69	Visteon	https://www.link	United States	9,911	218	2.20%	▼ -17
70	BMW Manufacturing	https://www.link	United States	4,686	103	2.20%	▼ -5
71	Mazda North American Op	https://www.link	United States	1,836	40	2.18%	▲ 30
72	Flex-N-Gate	https://www.link	United States	4,299	93	2.16%	▼ -15
73	Yokohama Tire	https://www.link	United States	1,829	39	2.13%	▲ 22
74	Tenneco	https://www.link	United States	25,052	520	2.08%	▼ -20
75	Factory Motor Parts	https://www.link	United States	1,451	30	2.07%	▼ -37
76	SRG Global	https://www.link	United States	2,361	48	2.03%	▼ -12
77	BMW of North America	https://www.link	United States	4,205	85	2.02%	▼ -5
78	Toyoda Gosei Americas	https://www.link	United States	1,447	29	2.00%	▼ -17
79	Toyota Boshoku America	https://www.link	United States	2,751	54	1.96%	▼ -21
80	Enterprise Car Sales	https://www.link	United States	1,082	21	1.94%	▲ 17
81	Ford Motor Company	https://www.link	United States	129,753	2,500	1.93%	▼ -14
82	Standard Motor Products	https://www.link	United States	1,474	28	1.90%	▼ -13
83	Copart	https://www.link	United States	4,031	75	1.86%	▲ 15
84	Shiloh Industries	https://www.link	United States	1,398	26	1.86%	▼ -6
85	AutoZone	https://www.link	United States	32,780	604	1.84%	▲ 14
86	Inteva Products	https://www.link	United States	3,165	58	1.83%	▼ -31
87	Gerber Collision & Glass	https://www.link	United States	2,788	51	1.83%	▼ -12
88	Superior Industries	https://www.link	United States	2,053	37	1.80%	▲ 3
89	Jeep	https://www.link	United States	3,008	54	1.80%	▼ -12
90	Meritor	https://www.link	United States	4,643	81	1.74%	▲ 4
91	Hendrick Automotive Group	https://www.link	United States	3,418	58	1.70%	▲ 13
92	Belle Tire	https://www.link	United States	1,004	17	1.69%	New Entry
93	Aludyne	https://www.link	United States	1,786	30	1.68%	New Entry
94	General Motors	https://www.link	United States	133,460	2,200	1.65%	▲ 2
95	Harley-Davidson Motor Co	https://www.link	United States	10,451	172	1.65%	▼ -13

96	Volkswagen of America	https://www.link	United States	6,207	102	1.64%	▼ -26
97	AutoNation	https://www.link	United States	9,199	150	1.63%	▼ -23
98	Yazaki North America	https://www.link	United States	5,029	77	1.53%	▼ -36
99	Penske Automotive Group	https://www.link	United States	3,140	47	1.50%	New Entry
100	Kia America	https://www.link	United States	3,560	53	1.49%	▲ 5
101	American Honda Motor Co	https://www.link	United States	12,109	179	1.48%	▲ 6
102	DENSO	https://www.link	United States	16,968	247	1.46%	▼ -9
103	Ken Garff Automotive Group	https://www.link	United States	2,171	31	1.43%	New Entry
104	Sonic Automotive	https://www.link	United States	2,040	28	1.37%	New Entry
105	East Penn Manufacturing	https://www.link	United States	1,870	25	1.34%	▲ 4
106	Mercedes-Benz USA	https://www.link	United States	10,112	132	1.31%	▼ -18
107	Asbury Automotive Group	https://www.link	United States	3,819	47	1.23%	▲ 9
108	IAA	https://www.link	United States	2,449	30	1.22%	▼ -27
109	Midas International	https://www.link	United States	1,889	23	1.22%	▲ 16
110	LKQ	https://www.link	United States	6,887	82	1.19%	▼ -30
111	Subaru of Indiana Automot	https://www.link	United States	1,936	23	1.19%	▼ -11
112	Manheim	https://www.link	United States	5,087	60	1.18%	▲ 0
113	Henniges Automotive	https://www.link	United States	1,521	17	1.12%	▼ -27
114	REV Group	https://www.link	United States	2,356	26	1.10%	New Entry
115	Oshkosh	https://www.link	United States	8,023	81	1.01%	▼ -2
116	Dura Automotive Systems	https://www.link	United States	1,728	17	0.98%	▼ -13
117	North American Lighting	https://www.link	United States	2,276	22	0.97%	▼ -28
118	Porsche Cars North America	https://www.link	United States	8,046	76	0.94%	▲ 0
119	Service King Collision	https://www.link	United States	1,595	15	0.94%	▲ 7
120	Forest River	https://www.link	United States	2,378	22	0.93%	▼ -5
121	Discount Tire	https://www.link	United States	7,728	70	0.91%	▼ -10
122	PACCAR	https://www.link	United States	16,433	142	0.86%	▲ 0
123	Chevrolet	https://www.link	United States	9,608	83	0.86%	▼ -3
124	National Automobile Dealer	https://www.link	United States	3,552	30	0.84%	▲ 0
125	OPENLANE	https://www.link	United States	6,027	49	0.81%	▼ -8
126	Tower International	https://www.link	United States	1,899	15	0.79%	▼ -3
127	AAMCO Transmissions and	https://www.link	United States	1,018	8	0.79%	New Entry
128	WORLD PAC	https://www.link	United States	1,571	12	0.76%	▼ -14
129	Carquest Auto Parts	https://www.link	United States	2,917	15	0.51%	▼ -10
130	ABRA Auto Body & Glass	https://www.link	United States	1,006	5	0.50%	▼ -3
131	Big O Tires	https://www.link	United States	1,895	9	0.47%	▲ 1
132	Akebono Brake	https://www.link	United States	1,474	6	0.41%	▼ -1
133	Freightliner	https://www.link	United States	1,105	4	0.36%	▲ 4
134	Jiffy Lube International	https://www.link	United States	3,140	7	0.22%	▲ 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](https://www.dsmn8.com) our contact us at support@dsmn8.com



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