

DSMN8

Europe's Most Active Automotive Professionals on Social - March 2024

Industry at a glance:

Average Score:
3.54%

Total Companies:
145

Global Industry Average:
3.31%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	Emil Frey France	https://www.linkedin.com/company/emil-frey-france	France	1,070	117	10.93%	New Entry
2	Polestar	https://www.linkedin.com/company/polestar	Sweden	3,244	333	10.27%	▲ 1
3	PROMETEON TYRE GRO	https://www.linkedin.com/company/prometeon-tyre-gro	Italy	2,599	262	10.08%	▲ 3
4	Hedin Bil	https://www.linkedin.com/company/hedin-bil	Sweden	1,095	103	9.41%	▲ 0
5	GUEUDET 1880	https://www.linkedin.com/company/gueudet-1880	France	1,046	89	8.51%	New Entry
6	AMAG Group	https://www.linkedin.com/company/amag-group	Switzerland	2,813	233	8.28%	▲ 5
7	Van Mossel Automotive Gr	https://www.linkedin.com/company/van-mossel-automotive-gr	Netherlands	1,460	112	7.67%	▼ -2
8	Lynk & Co	https://www.linkedin.com/company/lynk-co	Sweden	1,085	80	7.37%	▲ 0
9	Garrett - Advancing Motion	https://www.linkedin.com/company/garrett-advancing-motion	Switzerland	3,306	228	6.90%	▲ 0
10	Carglass® France	https://www.linkedin.com/company/carglass-france	France	1,410	87	6.17%	▲ 3
11	Italdesign	https://www.linkedin.com/company/italdesign	Italy	1,231	74	6.01%	▲ 1
12	BCS Automotive Interface	https://www.linkedin.com/company/bcs-automotive-interface	Germany	1,137	64	5.63%	▲ 3
13	Maserati	https://www.linkedin.com/company/maserati	Italy	2,584	144	5.57%	▲ 17
14	Toyota Motor Europe	https://www.linkedin.com/company/toyota-motor-europe	Belgium	3,304	184	5.57%	▲ 3
15	AGP Group	https://www.linkedin.com/company/agp-group	Belgium	1,222	68	5.56%	▼ -5
16	Bilia	https://www.linkedin.com/company/bilia	Sweden	1,483	81	5.46%	▲ 16
17	Retail Renault Group	https://www.linkedin.com/company/retail-renault-group	France	2,433	132	5.43%	▲ 9
18	Daimler Buses	https://www.linkedin.com/company/daimler-buses	Germany	1,776	90	5.07%	▲ 38
19	Bridgestone EMEA	https://www.linkedin.com/company/bridgestone-emea	Belgium	5,441	273	5.02%	▲ 1
20	Emil Frey Gruppe Schweiz	https://www.linkedin.com/company/emil-frey-gruppe-schweiz	Switzerland	1,026	51	4.97%	▲ 31
21	Toyota Motor Manufacturin	https://www.linkedin.com/company/toyota-motor-manufacturin	France	1,141	56	4.91%	▼ -7

22	Standard Profil Group	https://www.linke	Germany	1,460	70	4.79%	▲ 30
23	Nokian Tyres	https://www.linke	Finland	1,339	64	4.78%	▲ 47
24	Renault Group	https://www.linke	France	48,635	2,316	4.76%	▲ 11
25	Volkswagen Group Service	https://www.linke	Germany	2,200	104	4.73%	▲ 3
26	Bosch Engineering	https://www.linke	Germany	1,841	87	4.73%	▲ 7
27	Purem by Eberspächer	https://www.linke	Germany	1,681	79	4.70%	New Entry
28	Volvo Buses	https://www.linke	Sweden	1,761	81	4.60%	▲ 16
29	VDL Nedcar	https://www.linke	Netherlands	1,427	65	4.56%	▲ 64
30	TMD Friction	https://www.linke	Germany	1,371	62	4.52%	▲ 23
31	Automobili Lamborghini	https://www.linke	Italy	4,490	202	4.50%	▼ -8
32	Valmet Automotive	https://www.linke	Finland	1,674	75	4.48%	▲ 8
33	Volvo Cars	https://www.linke	Sweden	27,978	1,237	4.42%	▲ 13
34	BMW Group	https://www.linke	Germany	52,923	2,316	4.38%	▲ 2
35	Ducati Motor Holding	https://www.linke	Italy	2,038	88	4.32%	▲ 4
36	Michelin	https://www.linke	France	44,924	1,916	4.26%	▼ -5
37	SEAT,SA	https://www.linke	Spain	6,662	284	4.26%	▲ 18
38	Behr-Hella Thermocontrol	https://www.linke	Germany	1,551	65	4.19%	▲ 0
39	SEG Automotive	https://www.linke	Germany	1,756	73	4.16%	▲ 4
40	Mercedes-Benz France	https://www.linke	France	1,584	65	4.10%	▼ -13
41	DRÄXLMAIER Group	https://www.linke	Germany	12,649	518	4.10%	▲ 30
42	Aptiv	https://www.linke	Ireland	28,221	1,154	4.09%	▲ 16
43	Maxion Wheels	https://www.linke	Germany	3,652	149	4.08%	▲ 14
44	ElringKlunger	https://www.linke	Germany	2,893	118	4.08%	▲ 15
45	Scania Group	https://www.linke	Sweden	24,468	988	4.04%	▲ 4
46	RONAL GROUP	https://www.linke	Switzerland	1,119	44	3.93%	▲ 26
47	Formel D Group	https://www.linke	Germany	3,012	117	3.88%	▼ -23
48	Plastic Omnium	https://www.linke	France	13,836	533	3.85%	▼ -11
49	Continental Engineering Se	https://www.linke	Germany	1,224	47	3.84%	▼ -24
50	CIE Automotive	https://www.linke	Spain	1,902	72	3.79%	▲ 41
51	Motherson SAS	https://www.linke	Germany	1,221	46	3.77%	▼ -1
52	Vitesco Technologies	https://www.linke	Germany	12,247	459	3.75%	▼ -11
53	Yazaki Europe (EMEA)	https://www.linke	Belgium	1,703	62	3.64%	▼ -32
54	Mercedes-AMG	https://www.linke	Germany	2,438	88	3.61%	▼ -53
55	Bosch Romania	https://www.linke	Romania	2,762	98	3.55%	▼ -36
56	MAHLE	https://www.linke	Germany	22,482	789	3.51%	▲ 25
57	Mubea	https://www.linke	Germany	3,294	115	3.49%	▲ 21
58	Sogefi Group	https://www.linke	Italy	2,870	99	3.45%	▲ 3
59	Huf Group	https://www.linke	Germany	2,176	75	3.45%	▼ -11
60	Eldor	https://www.linke	Italy	1,349	46	3.41%	▼ -44
61	FORVIA HELLA	https://www.linke	Germany	16,140	548	3.40%	▲ 6
62	Hirschmann Automotive	https://www.linke	Austria	1,859	63	3.39%	▼ -17
63	Continental	https://www.linke	Germany	74,164	2,500	3.37%	▲ 14
64	Dacia	https://www.linke	Romania	1,870	63	3.37%	▲ 57
65	AVL	https://www.linke	Austria	8,379	277	3.31%	▼ -1
66	Volkswagen Poznan	https://www.linke	Poland	1,351	44	3.26%	▲ 16
67	Proma Group	https://www.linke	Italy	1,031	33	3.20%	New Entry
68	Renault-Nissan-Mitsubishi	https://www.linke	France	5,099	163	3.20%	New Entry
69	Hutchinson	https://www.linke	France	11,188	356	3.18%	New Entry
70	Renault Trucks	https://www.linke	France	6,468	204	3.15%	▼ -5
71	Gestamp	https://www.linke	Spain	14,325	450	3.14%	New Entry
72	Mercedes-Benz España	https://www.linke	Spain	1,315	41	3.12%	▲ 3
73	Volvo Trucks	https://www.linke	Sweden	11,235	350	3.12%	▲ 6
74	FEV Europe	https://www.linke	Germany	1,337	41	3.07%	▼ -8
75	Porsche	https://www.linke	Germany	17,292	528	3.05%	▲ 5
76	Sodecia	https://www.linke	Portugal	2,274	69	3.03%	▼ -2
77	Simoldes Plastics	https://www.linke	Portugal	1,290	39	3.02%	▼ -9
78	Pirelli	https://www.linke	Italy	13,293	399	3.00%	▼ -5
79	Adler Pelzer Group	https://www.linke	Germany	2,766	83	3.00%	▼ -19
80	Brose Group	https://www.linke	Germany	8,752	262	2.99%	▼ -18
81	Inter Cars	https://www.linke	Poland	2,120	63	2.97%	▲ 4
82	MAN Truck & Bus	https://www.linke	Germany	8,021	238	2.97%	▲ 40
83	Škoda Auto	https://www.linke	Czechia	8,316	246	2.96%	▲ 48
84	Kautex Textron	https://www.linke	Germany	2,200	65	2.95%	▲ 12
85	Snop - Groupe FSD	https://www.linke	France	2,342	68	2.90%	▲ 9
86	Autoneum	https://www.linke	Switzerland	3,552	102	2.87%	▲ 17
87	Bader	https://www.linke	Germany	1,052	30	2.85%	▼ -33
88	BENTELER Group	https://www.linke	Austria	8,502	242	2.85%	▲ 18
89	Webasto Group	https://www.linke	Germany	6,208	176	2.84%	▼ -26
90	Ferrari	https://www.linke	Italy	10,230	289	2.83%	▼ -14
91	Autonom Group	https://www.linke	Romania	1,027	29	2.82%	▲ 8
92	Mercedes-Benz	https://www.linke	Germany	39,016	1,101	2.82%	▲ 5
93	DAF Trucks NV	https://www.linke	Netherlands	5,814	164	2.82%	▲ 15

94	AKWEL	https://www.link€	France	3,150		88	2.79%	New Entry
95	Kongsberg Automotive	https://www.link€	Switzerland	2,701		75	2.78%	▲ 28
96	Antolin	https://www.link€	Spain	7,457		207	2.78%	▼ -1
97	ZF Group	https://www.link€	Germany	68,510		1,875	2.74%	▲ 3
98	KIRCHHOFF Automotive	https://www.link€	Germany	2,273		62	2.73%	▲ 13
99	Renault	https://www.link€	France	14,679		399	2.72%	New Entry
100	Novares Group	https://www.link€	France	2,563		69	2.69%	▼ -14
101	Iveco Group	https://www.link€	Italy	16,851		448	2.66%	▼ -13
102	KOSTAL Group	https://www.link€	Germany	5,183		137	2.64%	▼ -13
103	Valeo Germany	https://www.link€	Germany	1,347		35	2.60%	New Entry
104	Kromberg & Schubert	https://www.link€	Germany	5,562		144	2.59%	▼ -3
105	Faurecia	https://www.link€	France	32,884		840	2.55%	▼ -21
106	Feu Vert España	https://www.link€	Spain	1,070		27	2.52%	▲ 27
107	LEONI	https://www.link€	Germany	11,032		271	2.46%	▼ -17
108	AUDI HUNGARIA Zrt.	https://www.link€	Hungary	1,891		46	2.43%	▲ 10
109	Grupo Salvador Caetano	https://www.link€	Portugal	3,291		80	2.43%	▲ 6
110	Röchling Automotive	https://www.link€	Germany	1,319		32	2.43%	▼ -12
111	AUDI	https://www.link€	Germany	21,685		525	2.42%	▲ 18
112	FICOSA	https://www.link€	Spain	2,990		72	2.41%	▲ 20
113	Hirschvogel Group	https://www.link€	Germany	1,215		28	2.30%	▼ -9
114	Stellantis	https://www.link€	Netherlands	108,902		2,500	2.30%	▲ 6
115	Volvo Group	https://www.link€	Sweden	75,076		1,713	2.28%	▲ 10
116	WITTE Automotive	https://www.link€	Germany	1,017		23	2.26%	New Entry
117	Piaggio Group	https://www.link€	Italy	3,545		80	2.26%	▼ -8
118	KTM	https://www.link€	Austria	2,911		65	2.23%	▲ 6
119	Volvo Car Gent	https://www.link€	Belgium	1,080		24	2.22%	▲ 8
120	IVECO	https://www.link€	Italy	7,566		164	2.17%	▼ -33
121	Haldex	https://www.link€	Sweden	1,133		24	2.12%	▲ 17
122	Peugeot	https://www.link€	France	8,064		170	2.10%	▼ -10
123	Knorr-Bremse	https://www.link€	Germany	8,578		180	2.10%	▲ 7
124	Bertel O. Steen	https://www.link€	Norway	1,309		27	2.06%	▼ -8
125	Carglass® Nederland	https://www.link€	Netherlands	1,037		21	2.03%	▲ 10
126	Brembo	https://www.link€	Italy	5,992		120	2.00%	▲ 2
127	thyssenkrupp Presta	https://www.link€	Liechtenstein	2,471		47	1.90%	▲ 9
128	Citroën	https://www.link€	France	6,567		121	1.84%	▼ -18
129	Teksid	https://www.link€	Italy	1,424		26	1.83%	New Entry
130	Fiat	https://www.link€	Italy	2,694		49	1.82%	▲ 4
131	Veoneer	https://www.link€	Sweden	2,281		41	1.80%	▼ -29
132	Volkswagen Slovakia	https://www.link€	Slovakia	1,009		18	1.78%	New Entry
133	PKC Group	https://www.link€	Finland	2,856		48	1.68%	▼ -20
134	Eberspächer Group	https://www.link€	Germany	4,532		75	1.65%	▲ 5
135	Opel	https://www.link€	Germany	5,347		87	1.63%	▲ 7
136	SMP Automotive Global	https://www.link€	Germany	2,653		42	1.58%	▼ -17
137	Volkswagen Autoeuropa	https://www.link€	Portugal	1,970		31	1.57%	▲ 3
138	Varroc Safety and Mobility	https://www.link€	Poland	1,721		26	1.51%	▼ -1
139	SMR Automotive Global	https://www.link€	Germany	1,788		27	1.51%	▼ -13
140	Inalfa Roof Systems Group	https://www.link€	Netherlands	1,457		19	1.30%	▼ -26
141	Grammer	https://www.link€	Germany	1,723		22	1.28%	▼ -34
142	NGK	https://www.link€	Poland	1,324		11	0.83%	▲ 1
143	KwikFit	https://www.link€	Netherlands	1,459		9	0.62%	▼ -2
144	Volkswagen Group	https://www.link€	Germany	115,031		561	0.49%	▲ 1
145	Freudenberg Group	https://www.link€	Germany	18,161		63	0.35%	▲ 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.

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