



## The UK's Most Active Automotive Professionals on Social - March 2024

### Industry at a glance:



### 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](https://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](https://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	Cazoo	<a href="https://www.linkedin.com/company/cazoo">https://www.linkedin.com/company/cazoo</a>	United Kingdom	1,054	128	12.14%	New Entry
2	Vertu Motors	<a href="https://www.linkedin.com/company/vertumotors">https://www.linkedin.com/company/vertumotors</a>	United Kingdom	1,911	211	11.04%	▼ -1
3	TrustFord	<a href="https://www.linkedin.com/company/trustford">https://www.linkedin.com/company/trustford</a>	United Kingdom	1,292	135	10.45%	▲ 2
4	Jardine Motors Group	<a href="https://www.linkedin.com/company/jardine-motors-group">https://www.linkedin.com/company/jardine-motors-group</a>	United Kingdom	1,172	109	9.30%	▼ -2
5	Marshall Motor Group	<a href="https://www.linkedin.com/company/marshall-motor-group">https://www.linkedin.com/company/marshall-motor-group</a>	United Kingdom	1,794	155	8.64%	▼ -2
6	McLaren Automotive	<a href="https://www.linkedin.com/company/mclaren-automotive">https://www.linkedin.com/company/mclaren-automotive</a>	United Kingdom	2,529	197	7.79%	▼ -2
7	Group Lotus	<a href="https://www.linkedin.com/company/group-lotus">https://www.linkedin.com/company/group-lotus</a>	United Kingdom	2,037	144	7.07%	▲ 1
8	Aston Martin Lagonda	<a href="https://www.linkedin.com/company/aston-martin-lagonda">https://www.linkedin.com/company/aston-martin-lagonda</a>	United Kingdom	2,990	209	6.99%	▼ -2
9	Bristol Street Motors	<a href="https://www.linkedin.com/company/bristol-street-motors">https://www.linkedin.com/company/bristol-street-motors</a>	United Kingdom	1,120	76	6.79%	▲ 1
10	Audi UK	<a href="https://www.linkedin.com/company/audi-uk">https://www.linkedin.com/company/audi-uk</a>	United Kingdom	1,109	70	6.31%	▲ 6
11	Inchcape	<a href="https://www.linkedin.com/company/inchcape">https://www.linkedin.com/company/inchcape</a>	United Kingdom	1,632	93	5.70%	▲ 2
12	Evans Halshaw	<a href="https://www.linkedin.com/company/evans-halshaw">https://www.linkedin.com/company/evans-halshaw</a>	United Kingdom	1,564	77	4.92%	▲ 6
13	The AA	<a href="https://www.linkedin.com/company/the-aa">https://www.linkedin.com/company/the-aa</a>	United Kingdom	3,406	159	4.67%	▲ 1
14	Sytner Group	<a href="https://www.linkedin.com/company/sytner-group">https://www.linkedin.com/company/sytner-group</a>	United Kingdom	2,043	93	4.55%	▲ 5
15	JLR	<a href="https://www.linkedin.com/company/jlr">https://www.linkedin.com/company/jlr</a>	United Kingdom	35,922	1,629	4.53%	▼ -6
16	Triumph Motorcycles	<a href="https://www.linkedin.com/company/triumph-motorcycles">https://www.linkedin.com/company/triumph-motorcycles</a>	United Kingdom	1,586	67	4.22%	▼ -4
17	GKN Automotive	<a href="https://www.linkedin.com/company/gkn-automotive">https://www.linkedin.com/company/gkn-automotive</a>	United Kingdom	8,675	359	4.14%	▼ -2
18	BCA UK	<a href="https://www.linkedin.com/company/bca-uk">https://www.linkedin.com/company/bca-uk</a>	United Kingdom	1,999	82	4.10%	▲ 2
19	Lookers Motor Group	<a href="https://www.linkedin.com/company/lookers-motor-group">https://www.linkedin.com/company/lookers-motor-group</a>	United Kingdom	2,343	95	4.05%	▼ -8
20	Arnold Clark	<a href="https://www.linkedin.com/company/arnold-clark">https://www.linkedin.com/company/arnold-clark</a>	United Kingdom	4,311	172	3.99%	▲ 3
21	Bentley Motors	<a href="https://www.linkedin.com/company/bentley-motors">https://www.linkedin.com/company/bentley-motors</a>	United Kingdom	3,948	156	3.95%	▼ -14

22	Euro Car Parts	<a href="https://www.link">https://www.link</a> United Kingdom	3,234	124	3.83%	▲ 2
23	Mercedes-Benz in the UK	<a href="https://www.link">https://www.link</a> United Kingdom	2,644	81	3.06%	▼ -2
24	SEWS-E	<a href="https://www.link">https://www.link</a> United Kingdom	1,614	40	2.48%	▼ -2
25	Honda Motor Europe	<a href="https://www.link">https://www.link</a> United Kingdom	1,968	46	2.34%	<b>New Entry</b>
26	Delphi Technologies	<a href="https://www.link">https://www.link</a> United Kingdom	1,639	26	1.59%	▼ -1
27	Kwik-Fit (GB)	<a href="https://www.link">https://www.link</a> United Kingdom	1,105	17	1.54%	▼ -1
28	Vauxhall Motors	<a href="https://www.link">https://www.link</a> United Kingdom	1,592	15	0.94%	▲ 0
29	Delphi	<a href="https://www.link">https://www.link</a> United Kingdom	16,881	68	0.40%	▲ 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](#) [our contact us](#) at [support@dsmn8.com](mailto:support@dsmn8.com)



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

