



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

Industry at a glance:

Average Score: 2.72%

Total Companies: 136

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 21 automotive companies and their social media performance metrics.

22	DRiV	<a href="https://www.link">https://www.link</a>	United States	1,683	68	4.04%	▲ 0
23	Cruise	<a href="https://www.link">https://www.link</a>	United States	3,714	141	3.80%	▼ -14
24	Dealer Tire	<a href="https://www.link">https://www.link</a>	United States	1,379	52	3.77%	▼ -4
25	Daimler Truck North America	<a href="https://www.link">https://www.link</a>	United States	6,161	230	3.73%	▼ -2
26	Mercedes-Benz U.S. International	<a href="https://www.link">https://www.link</a>	United States	1,188	44	3.70%	▼ -7
27	Christian Brothers Automotive	<a href="https://www.link">https://www.link</a>	United States	1,335	49	3.67%	New Entry
28	Subaru of America	<a href="https://www.link">https://www.link</a>	United States	3,320	121	3.64%	▲ 4
29	Club Car	<a href="https://www.link">https://www.link</a>	United States	1,185	43	3.63%	▲ 1
30	Group 1 Automotive	<a href="https://www.link">https://www.link</a>	United States	2,836	97	3.42%	▲ 17
31	Allison Transmission	<a href="https://www.link">https://www.link</a>	United States	2,647	89	3.36%	▼ -5
32	Dorman Products	<a href="https://www.link">https://www.link</a>	United States	1,859	61	3.28%	▲ 10
33	Bridgestone Americas	<a href="https://www.link">https://www.link</a>	United States	14,922	471	3.16%	▲ 25
34	AAM	<a href="https://www.link">https://www.link</a>	United States	8,360	261	3.12%	▲ 16
35	Take 5 Oil Change	<a href="https://www.link">https://www.link</a>	United States	1,703	53	3.11%	▲ 29
36	BBB Industries	<a href="https://www.link">https://www.link</a>	United States	1,573	48	3.05%	▼ -5
37	Dent Wizard International	<a href="https://www.link">https://www.link</a>	United States	1,378	42	3.05%	▼ -1
38	West Herr Automotive Group	<a href="https://www.link">https://www.link</a>	United States	1,073	32	2.98%	▲ 15
39	Bosch Automotive	<a href="https://www.link">https://www.link</a>	United States	1,074	32	2.98%	▲ 17
40	Challenge Manufacturing	<a href="https://www.link">https://www.link</a>	United States	1,309	38	2.90%	▼ -3
41	Navistar	<a href="https://www.link">https://www.link</a>	United States	8,933	256	2.87%	▼ -1
42	The Goodyear Tire & Rubber Company	<a href="https://www.link">https://www.link</a>	United States	25,095	712	2.84%	▲ 2
43	Joyson Safety Systems	<a href="https://www.link">https://www.link</a>	United States	6,397	181	2.83%	▼ -16
44	BorgWarner	<a href="https://www.link">https://www.link</a>	United States	17,784	502	2.82%	▼ -15
45	Genuine Parts Company	<a href="https://www.link">https://www.link</a>	United States	5,458	154	2.82%	New Entry
46	BWI GROUP	<a href="https://www.link">https://www.link</a>	United States	1,612	45	2.79%	▲ 21
47	Toyota North America	<a href="https://www.link">https://www.link</a>	United States	18,145	494	2.72%	▼ -6
48	Dana	<a href="https://www.link">https://www.link</a>	United States	14,678	395	2.69%	▲ 9
49	Crash Champions	<a href="https://www.link">https://www.link</a>	United States	2,757	74	2.68%	▼ -39
50	Visteon	<a href="https://www.link">https://www.link</a>	United States	10,182	272	2.67%	▲ 19
51	Audi of America	<a href="https://www.link">https://www.link</a>	United States	1,811	48	2.65%	▲ 17
52	American Tire Distributors	<a href="https://www.link">https://www.link</a>	United States	2,723	72	2.64%	▼ -18
53	Pierce Manufacturing	<a href="https://www.link">https://www.link</a>	United States	1,135	28	2.47%	▼ -15
54	Roush	<a href="https://www.link">https://www.link</a>	United States	2,089	51	2.44%	▲ 11
55	Nexteer Automotive	<a href="https://www.link">https://www.link</a>	United States	7,355	178	2.42%	▼ -16
56	Caliber Collision	<a href="https://www.link">https://www.link</a>	United States	6,413	155	2.42%	▲ 5
57	Hyundai Motor America	<a href="https://www.link">https://www.link</a>	United States	4,098	98	2.39%	▼ -5
58	Mazda North American Operations	<a href="https://www.link">https://www.link</a>	United States	1,884	45	2.39%	▲ 13
59	Standard Motor Products	<a href="https://www.link">https://www.link</a>	United States	1,517	36	2.37%	▲ 23
60	Toyo Tires	<a href="https://www.link">https://www.link</a>	United States	1,518	36	2.37%	▼ -17
61	Cummins	<a href="https://www.link">https://www.link</a>	United States	48,815	1,150	2.36%	▼ -12
62	Ford Motor Company	<a href="https://www.link">https://www.link</a>	United States	128,301	3,000	2.34%	▲ 19
63	Toyota Boshoku America	<a href="https://www.link">https://www.link</a>	United States	2,727	63	2.31%	▲ 16
64	Fiem Industries	<a href="https://www.link">https://www.link</a>	United States	1,265	29	2.29%	▼ -13
65	BMW Manufacturing Co.	<a href="https://www.link">https://www.link</a>	United States	4,910	111	2.26%	▲ 5
66	Sonic Automotive	<a href="https://www.link">https://www.link</a>	United States	2,089	47	2.25%	▲ 38
67	Harley-Davidson Motor Company	<a href="https://www.link">https://www.link</a>	United States	10,643	238	2.24%	▲ 28
68	Volkswagen of America	<a href="https://www.link">https://www.link</a>	United States	4,988	111	2.23%	▲ 28
69	Lear	<a href="https://www.link">https://www.link</a>	United States	43,704	962	2.20%	▼ -15
70	JM Family Enterprises	<a href="https://www.link">https://www.link</a>	United States	4,013	86	2.14%	▼ -10
71	Adient	<a href="https://www.link">https://www.link</a>	United States	14,722	315	2.14%	▼ -8
72	Cooper Standard	<a href="https://www.link">https://www.link</a>	United States	7,446	159	2.14%	▼ -13
73	Napleton Automotive Group	<a href="https://www.link">https://www.link</a>	United States	1,079	23	2.13%	New Entry
74	Tenneco	<a href="https://www.link">https://www.link</a>	United States	25,439	542	2.13%	▲ 0
75	IAC Group	<a href="https://www.link">https://www.link</a>	United States	6,920	147	2.12%	▼ -29
76	Shape Corp.	<a href="https://www.link">https://www.link</a>	United States	1,661	35	2.11%	▼ -14
77	Sumitomo Electric Wiring Systems	<a href="https://www.link">https://www.link</a>	United States	2,151	45	2.09%	New Entry
78	Henniges Automotive	<a href="https://www.link">https://www.link</a>	United States	1,557	32	2.06%	▲ 35
79	Flex-N-Gate	<a href="https://www.link">https://www.link</a>	United States	4,487	91	2.03%	▼ -7
80	Enterprise Car Sales	<a href="https://www.link">https://www.link</a>	United States	1,089	22	2.02%	▲ 0
81	Summit Polymers	<a href="https://www.link">https://www.link</a>	United States	1,145	23	2.01%	▼ -36
82	Subaru of Indiana Automotive	<a href="https://www.link">https://www.link</a>	United States	1,969	39	1.98%	▲ 29
83	Factory Motor Parts	<a href="https://www.link">https://www.link</a>	United States	1,528	30	1.96%	▼ -8
84	AutoNation	<a href="https://www.link">https://www.link</a>	United States	9,436	182	1.93%	▲ 13
85	Copart	<a href="https://www.link">https://www.link</a>	United States	4,207	81	1.93%	▼ -2
86	BMW of North America	<a href="https://www.link">https://www.link</a>	United States	4,470	85	1.90%	▼ -9
87	Gerber Collision & Glass	<a href="https://www.link">https://www.link</a>	United States	2,932	55	1.88%	▲ 0
88	Hendrick Automotive Group	<a href="https://www.link">https://www.link</a>	United States	3,497	65	1.86%	▲ 3
89	General Motors	<a href="https://www.link">https://www.link</a>	United States	127,812	2,367	1.85%	▲ 5
90	IAA	<a href="https://www.link">https://www.link</a>	United States	2,506	46	1.84%	▲ 18
91	Southern Tire Mart	<a href="https://www.link">https://www.link</a>	United States	1,204	22	1.83%	New Entry
92	Inteva Products	<a href="https://www.link">https://www.link</a>	United States	3,232	57	1.76%	▼ -6
93	American Honda Motor Company	<a href="https://www.link">https://www.link</a>	United States	12,276	212	1.73%	▲ 8

94	Yazaki North America	<a href="https://www.link">https://www.link</a>	United States	5,088	87	1.71%	▲ 4
95	US Farathane	<a href="https://www.link">https://www.link</a>	United States	1,244	21	1.69%	New Entry
96	Toyota Gosei Americas	<a href="https://www.link">https://www.link</a>	United States	1,436	24	1.67%	▼ -18
97	DENSO	<a href="https://www.link">https://www.link</a>	United States	16,491	269	1.63%	▲ 5
98	Mercedes-Benz USA	<a href="https://www.link">https://www.link</a>	United States	10,379	165	1.59%	▲ 8
99	OPENLANE	<a href="https://www.link">https://www.link</a>	United States	5,290	84	1.59%	▲ 26
100	Android Industries	<a href="https://www.link">https://www.link</a>	United States	1,522	24	1.58%	▼ -45
101	Mavis Tire	<a href="https://www.link">https://www.link</a>	United States	2,102	33	1.57%	New Entry
102	Penske Automotive Group	<a href="https://www.link">https://www.link</a>	United States	3,141	49	1.56%	▼ -3
103	Jeep	<a href="https://www.link">https://www.link</a>	United States	3,243	50	1.54%	▼ -14
104	Yokohama Tire	<a href="https://www.link">https://www.link</a>	United States	1,887	29	1.54%	▼ -31
105	LKQ	<a href="https://www.link">https://www.link</a>	United States	7,108	109	1.53%	▲ 5
106	Superior Industries	<a href="https://www.link">https://www.link</a>	United States	2,085	29	1.39%	▼ -18
107	Shiloh Industries	<a href="https://www.link">https://www.link</a>	United States	1,382	19	1.37%	▼ -23
108	Discount Tire	<a href="https://www.link">https://www.link</a>	United States	8,226	113	1.37%	▲ 13
109	Kia America	<a href="https://www.link">https://www.link</a>	United States	3,666	50	1.36%	▼ -9
110	SRG Global	<a href="https://www.link">https://www.link</a>	United States	2,429	33	1.36%	▼ -34
111	Aludyne	<a href="https://www.link">https://www.link</a>	United States	1,866	25	1.34%	▼ -18
112	Manheim	<a href="https://www.link">https://www.link</a>	United States	5,101	68	1.33%	▲ 0
113	Ken Garff Automotive Group	<a href="https://www.link">https://www.link</a>	United States	2,207	29	1.31%	▼ -10
114	East Penn Manufacturing C	<a href="https://www.link">https://www.link</a>	United States	1,905	25	1.31%	▼ -9
115	Oshkosh	<a href="https://www.link">https://www.link</a>	United States	8,215	97	1.18%	▲ 0
116	Sewell Automotive Compar	<a href="https://www.link">https://www.link</a>	United States	1,440	17	1.18%	New Entry
117	Asbury Automotive Group	<a href="https://www.link">https://www.link</a>	United States	3,869	44	1.14%	▼ -10
118	National Automobile Dealer	<a href="https://www.link">https://www.link</a>	United States	3,646	40	1.10%	▲ 6
119	WORLD PAC	<a href="https://www.link">https://www.link</a>	United States	1,648	18	1.09%	▲ 9
120	North American Lighting	<a href="https://www.link">https://www.link</a>	United States	2,343	24	1.02%	▼ -3
121	Midas International	<a href="https://www.link">https://www.link</a>	United States	1,996	20	1.00%	▼ -12
122	AAMCO Transmissions and	<a href="https://www.link">https://www.link</a>	United States	1,041	10	0.96%	▲ 5
123	PACCAR	<a href="https://www.link">https://www.link</a>	United States	17,116	162	0.95%	▼ -1
124	Forest River	<a href="https://www.link">https://www.link</a>	United States	2,449	23	0.94%	▼ -4
125	Chevrolet	<a href="https://www.link">https://www.link</a>	United States	9,416	87	0.92%	▼ -2
126	Dura Automotive Systems	<a href="https://www.link">https://www.link</a>	United States	1,667	15	0.90%	▼ -10
127	Porsche Cars North Americ	<a href="https://www.link">https://www.link</a>	United States	8,380	70	0.84%	▼ -9
128	Tower International	<a href="https://www.link">https://www.link</a>	United States	1,891	14	0.74%	▼ -2
129	Service King Collision	<a href="https://www.link">https://www.link</a>	United States	1,547	11	0.71%	▼ -10
130	Auto Plus Auto Parts	<a href="https://www.link">https://www.link</a>	United States	1,002	7	0.70%	New Entry
131	Larry H. Miller Dealerships	<a href="https://www.link">https://www.link</a>	United States	1,840	11	0.60%	New Entry
132	Carquest Auto Parts	<a href="https://www.link">https://www.link</a>	United States	2,913	17	0.58%	▼ -3
133	Akebono Brake	<a href="https://www.link">https://www.link</a>	United States	1,502	8	0.53%	▼ -1
134	Takata	<a href="https://www.link">https://www.link</a>	United States	3,498	14	0.40%	New Entry
135	Big O Tires	<a href="https://www.link">https://www.link</a>	United States	1,966	7	0.36%	▼ -4
136	Jiffy Lube International	<a href="https://www.link">https://www.link</a>	United States	3,391	11	0.32%	▼ -2

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