



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

Industry at a glance:

Average Score:
3.54%

Total Companies:
142

Global Industry Average:
3.25%

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/emilfreyfrance	France	1,099	136	12.37%	▲ 0
2	Polestar	https://www.linkedin.com/company/polestar	Sweden	3,215	369	11.48%	▲ 0
3	Hedin Bil	https://www.linkedin.com/company/hedinbil	Sweden	1,117	113	10.12%	▲ 1
4	AMAG Group	https://www.linkedin.com/company/amaggroup	Switzerland	2,903	277	9.54%	▲ 2
5	Alpine	https://www.linkedin.com/company/alpine	France	2,093	198	9.46%	New Entry
6	PROMETEAON TYRE GRO	https://www.linkedin.com/company/prometeaon	Italy	2,750	236	8.58%	▼ -3
7	GUEUDET 1880	https://www.linkedin.com/company/gueudet	France	1,120	93	8.30%	▼ -2
8	Lynk & Co	https://www.linkedin.com/company/lynk-co	Sweden	1,048	79	7.54%	▲ 0
9	Van Mossel Automotive Gr	https://www.linkedin.com/company/van-mossel	Netherlands	1,510	112	7.42%	▼ -2
10	Garrett - Advancing Motion	https://www.linkedin.com/company/garrett-advancing-motion	Switzerland	3,385	242	7.15%	▼ -1
11	Carglass® France	https://www.linkedin.com/company/carglass-france	France	1,451	99	6.82%	▼ -1
12	Toyota Motor Europe	https://www.linkedin.com/company/toyota-motor-europe	Belgium	3,426	219	6.39%	▲ 2
13	Volkswagen Group Service	https://www.linkedin.com/company/volkswagen-group-service	Germany	2,316	140	6.04%	▲ 12
14	Santogal	https://www.linkedin.com/company/santogal	Portugal	1,014	59	5.82%	New Entry
15	Toyota Motor Manufacturin	https://www.linkedin.com/company/toyota-motor-manufacturing	France	1,187	69	5.81%	▲ 6
16	Din Bil	https://www.linkedin.com/company/dinbil	Sweden	1,129	65	5.76%	New Entry
17	Retail Renault Group	https://www.linkedin.com/company/retail-renault-group	France	2,445	140	5.73%	▲ 0
18	Continental Engineering Se	https://www.linkedin.com/company/continental-engineering	Germany	1,236	68	5.50%	▲ 31
19	Maserati	https://www.linkedin.com/company/maserati	Italy	2,551	140	5.49%	▼ -6
20	Alliance Automotive Group	https://www.linkedin.com/company/alliance-automotive	France	1,020	55	5.39%	New Entry
21	Bilia	https://www.linkedin.com/company/bilia	Sweden	1,535	82	5.34%	▼ -5

22	SEG Automotive	https://www.link	Germany	1,772	92	5.19%	▲ 17
23	Bridgestone EMEA	https://www.link	Belgium	5,548	285	5.14%	▼ -4
24	Nokian Tyres	https://www.link	Finland	1,388	71	5.12%	▼ -1
25	Mercedes-Benz France	https://www.link	France	1,617	80	4.95%	▲ 15
26	Valmet Automotive	https://www.link	Finland	1,682	80	4.76%	▲ 6
27	Michelin	https://www.link	France	46,121	2,150	4.66%	▲ 9
28	Yazaki Europe Middle East	https://www.link	Belgium	1,723	80	4.64%	New Entry
29	Italdesign	https://www.link	Italy	1,299	59	4.54%	▼ -18
30	Scania Group	https://www.link	Sweden	24,912	1,120	4.50%	▲ 15
31	Schindler, S.A. (Spain)	https://www.link	Spain	1,007	43	4.27%	New Entry
32	Renault Group	https://www.link	France	49,847	2,118	4.25%	▼ -8
33	Maxion Wheels	https://www.link	Germany	3,741	155	4.14%	▲ 10
34	Aptiv	https://www.link	Ireland	28,878	1,165	4.03%	▲ 8
35	BMW Group	https://www.link	Germany	53,194	2,141	4.02%	▼ -1
36	Standard Profil Group	https://www.link	Germany	1,485	59	3.97%	▼ -14
37	ElingKlinger	https://www.link	Germany	2,996	119	3.97%	▲ 7
38	Bosch Engineering	https://www.link	Germany	1,848	72	3.90%	▼ -12
39	SEAT	https://www.link	Spain	6,845	266	3.89%	▼ -2
40	Automobili Lamborghini	https://www.link	Italy	4,765	185	3.88%	▼ -9
41	Kautex Textron	https://www.link	Germany	2,269	88	3.88%	▲ 43
42	Emil Frey Gruppe Schweiz	https://www.link	Switzerland	1,034	40	3.87%	▼ -22
43	Vitesco Technologies	https://www.link	Germany	12,535	483	3.85%	▲ 9
44	DRÄXLMAIER Group	https://www.link	Germany	12,921	497	3.85%	▼ -3
45	Ducati Motor Holding	https://www.link	Italy	2,091	79	3.78%	▼ -10
46	Volvo Cars	https://www.link	Sweden	28,516	1,077	3.78%	▼ -13
47	BHTC	https://www.link	Germany	1,616	61	3.77%	▼ -9
48	Bosch Romania	https://www.link	Romania	2,862	108	3.77%	▲ 7
49	TMD Friction	https://www.link	Germany	1,379	52	3.77%	▼ -19
50	Eldor	https://www.link	Italy	1,326	50	3.77%	▲ 10
51	MAHLE	https://www.link	Germany	22,970	844	3.67%	▲ 5
52	Ferrari	https://www.link	Italy	10,625	385	3.62%	▲ 38
53	Volvo Trucks	https://www.link	Sweden	11,429	405	3.54%	▲ 20
54	Daimler Buses	https://www.link	Germany	1,848	65	3.52%	▼ -36
55	Adler Pelzer Group	https://www.link	Germany	2,875	100	3.48%	▲ 24
56	FORVIA HELLA	https://www.link	Germany	16,461	566	3.44%	▲ 5
57	Renault Trucks	https://www.link	France	6,555	222	3.39%	▲ 13
58	Hutchinson	https://www.link	France	11,511	389	3.38%	▲ 11
59	Continental	https://www.link	Germany	74,767	2,500	3.34%	▲ 4
60	Autonom Group	https://www.link	Romania	1,050	35	3.33%	▲ 31
61	Gestamp	https://www.link	Spain	14,721	484	3.29%	▲ 10
62	Pirelli	https://www.link	Italy	13,572	445	3.28%	▲ 16
63	AVL	https://www.link	Austria	8,456	275	3.25%	▲ 2
64	RONAL GROUP	https://www.link	Switzerland	1,172	38	3.24%	▼ -18
65	Volvo Buses	https://www.link	Sweden	1,748	55	3.15%	▼ -37
66	Sogefi Group	https://www.link	Italy	2,861	90	3.15%	▼ -8
67	Motherson SAS	https://www.link	Germany	1,274	40	3.14%	▼ -16
68	FEV Europe	https://www.link	Germany	1,315	41	3.12%	▲ 6
69	Sodecia	https://www.link	Portugal	2,350	72	3.06%	▲ 7
70	VDL Nedcar	https://www.link	Netherlands	1,249	38	3.04%	▼ -41
71	CIE Automotive	https://www.link	Spain	1,973	60	3.04%	▼ -21
72	Mercedes-Benz España	https://www.link	Spain	1,350	41	3.04%	▲ 0
73	WITTE Automotive	https://www.link	Germany	1,027	31	3.02%	▲ 43
74	Volkswagen Poznan	https://www.link	Poland	1,372	41	2.99%	▼ -8
75	AKWEL	https://www.link	France	3,212	94	2.93%	▲ 19
76	Antolin	https://www.link	Spain	7,557	218	2.88%	▲ 20
77	Bader	https://www.link	Germany	1,114	32	2.87%	▲ 10
78	Simoldes Plastics	https://www.link	Portugal	1,327	38	2.86%	▼ -1
79	IVECO	https://www.link	Italy	7,635	218	2.86%	▲ 41
80	Dacia	https://www.link	Romania	1,932	55	2.85%	▼ -16
81	Škoda Auto	https://www.link	Czechia	8,510	242	2.84%	▲ 2
82	Haldex	https://www.link	Sweden	1,135	32	2.82%	▲ 39
83	Snop - Groupe FSD	https://www.link	France	2,387	67	2.81%	▲ 2
84	Mubea	https://www.link	Germany	3,415	95	2.78%	▼ -27
85	DAF Trucks NV	https://www.link	Netherlands	5,882	163	2.77%	▲ 8
86	Iveco Group	https://www.link	Italy	17,279	472	2.73%	▲ 15
87	Hirschvogel Group	https://www.link	Germany	1,283	35	2.73%	▲ 26
88	Piaggio Group	https://www.link	Italy	3,570	97	2.72%	▲ 29
89	Grupo Salvador Caetano	https://www.link	Portugal	3,366	91	2.70%	▲ 20
90	Huf Group	https://www.link	Germany	2,223	59	2.65%	▼ -31
91	Webasto Group	https://www.link	Germany	6,228	164	2.63%	▼ -2
92	Kromberg & Schubert	https://www.link	Germany	5,876	153	2.60%	New Entry
93	LEONI	https://www.link	Germany	11,297	294	2.60%	▲ 14

94	BENTELER Group	https://www.link€	Austria	8,635	221	2.56%	▼ -6
95	Brose Group	https://www.link€	Germany	9,201	233	2.53%	▼ -15
96	Renault	https://www.link€	France	14,559	368	2.53%	▲ 3
97	Kongsberg Automotive	https://www.link€	Norway	2,704	68	2.51%	▼ -2
98	MAN Truck & Bus	https://www.link€	Germany	8,180	204	2.49%	▼ -16
99	Valeo Germany	https://www.link€	Germany	1,366	34	2.49%	▲ 4
100	Hirschmann Automotive	https://www.link€	Austria	1,929	48	2.49%	▼ -38
101	KTM	https://www.link€	Austria	2,946	72	2.44%	▲ 17
102	Röchling Automotive	https://www.link€	Germany	1,363	33	2.42%	▲ 8
103	Porsche	https://www.link€	Germany	17,997	433	2.41%	▼ -28
104	KOSTAL Group	https://www.link€	Germany	5,296	127	2.40%	▼ -2
105	Faurecia	https://www.link€	France	32,439	776	2.39%	▲ 0
106	PKC Group	https://www.link€	Finland	2,905	69	2.38%	▲ 27
107	Mercedes-Benz	https://www.link€	Germany	39,908	944	2.37%	▼ -15
108	Novares Group	https://www.link€	France	2,627	62	2.36%	▼ -8
109	thyssenkrupp Presta	https://www.link€	Liechtenstein	2,468	57	2.31%	▲ 18
110	Volvo Group	https://www.link€	Sweden	72,596	1,675	2.31%	▲ 5
111	Mercedes-AMG	https://www.link€	Germany	2,495	57	2.28%	▼ -27
112	Stellantis	https://www.link€	Netherlands	110,600	2,500	2.26%	▲ 2
113	Citroën	https://www.link€	France	6,637	148	2.23%	▲ 15
114	Inter Cars	https://www.link€	Poland	2,172	47	2.16%	▼ -33
115	AUDI HUNGARIA	https://www.link€	Hungary	1,919	40	2.08%	▼ -7
116	Knorr-Bremse	https://www.link€	Germany	7,631	159	2.08%	▲ 7
117	Autoneum	https://www.link€	Switzerland	3,663	76	2.07%	▼ -31
118	KIRCHHOFF Automotive	https://www.link€	Germany	2,324	47	2.02%	▼ -20
119	Opel	https://www.link€	Germany	5,426	106	1.95%	▲ 16
120	FICOSA	https://www.link€	Spain	3,039	59	1.94%	▼ -8
121	Grammer	https://www.link€	Germany	1,753	34	1.94%	▲ 20
122	SMR Automotive Global	https://www.link€	Germany	1,817	35	1.93%	▲ 17
123	Peugeot	https://www.link€	France	8,312	160	1.92%	▼ -1
124	Carglass® Nederland	https://www.link€	Netherlands	1,029	19	1.85%	▲ 1
125	Plastic Omnium	https://www.link€	France	11,762	206	1.75%	▼ -77
126	Inalfa Roof Systems Group	https://www.link€	Netherlands	1,470	25	1.70%	▲ 14
127	Bertel O. Steen	https://www.link€	Norway	1,298	22	1.69%	▼ -3
128	AUDI	https://www.link€	Germany	22,190	371	1.67%	▼ -17
129	Brembo	https://www.link€	Italy	6,243	103	1.65%	▼ -3
130	SMP Automotive Global	https://www.link€	Germany	2,764	44	1.59%	▲ 6
131	Fiat	https://www.link€	Italy	2,976	47	1.58%	▼ -1
132	Volkswagen Autoeuropa	https://www.link€	Portugal	1,996	31	1.55%	▲ 5
133	KwikFit	https://www.link€	Netherlands	1,483	23	1.55%	▲ 10
134	Volkswagen Slovakia	https://www.link€	Slovakia	1,018	15	1.47%	▼ -2
135	Eberspächer Group	https://www.link€	Germany	4,639	64	1.38%	▼ -1
136	Feu Vert España	https://www.link€	Spain	1,076	14	1.30%	▼ -30
137	Volvo Car Gent	https://www.link€	Belgium	1,087	14	1.29%	▼ -18
138	Varroc Safety and Mobility	https://www.link€	Poland	1,637	17	1.04%	▲ 0
139	NGK	https://www.link€	Poland	1,350	13	0.96%	▲ 3
140	Groupe PSA	https://www.link€	France	18,362	174	0.95%	New Entry
141	Volkswagen Group	https://www.link€	Germany	109,126	606	0.56%	▲ 3
142	Freudenberg Group	https://www.link€	Germany	18,353	72	0.39%	▲ 3

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