

# DSMN8

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

## Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
<b>4.76%</b>	<b>28</b>	<b>3.25%</b>

## 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	Vertu Motors	<a href="https://www.linkedin.com/company/vertumotors">https://www.linkedin.com/company/vertumotors</a>	United Kingdom	1,971	229	11.62%	▲ 1
2	TrustFord	<a href="https://www.linkedin.com/company/trustford">https://www.linkedin.com/company/trustford</a>	United Kingdom	1,316	142	10.79%	▲ 1
3	Marshall Motor Group	<a href="https://www.linkedin.com/company/marshall-motor-group">https://www.linkedin.com/company/marshall-motor-group</a>	United Kingdom	1,853	143	7.72%	▲ 2
4	Bentley Motors	<a href="https://www.linkedin.com/company/bentley-motors">https://www.linkedin.com/company/bentley-motors</a>	United Kingdom	3,994	268	6.71%	▲ 17
5	McLaren Automotive	<a href="https://www.linkedin.com/company/mclaren-automotive">https://www.linkedin.com/company/mclaren-automotive</a>	United Kingdom	2,587	160	6.18%	▲ 1
6	Jardine Motors Group	<a href="https://www.linkedin.com/company/jardine-motors-group">https://www.linkedin.com/company/jardine-motors-group</a>	United Kingdom	1,141	70	6.13%	▼ -2
7	Aston Martin Lagonda	<a href="https://www.linkedin.com/company/aston-martin-lagonda">https://www.linkedin.com/company/aston-martin-lagonda</a>	United Kingdom	3,082	184	5.97%	▲ 1
8	Inchcape	<a href="https://www.linkedin.com/company/inchcape">https://www.linkedin.com/company/inchcape</a>	United Kingdom	1,650	95	5.76%	▲ 3
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	1,141	62	5.43%	▲ 0
10	Group Lotus	<a href="https://www.linkedin.com/company/group-lotus">https://www.linkedin.com/company/group-lotus</a>	United Kingdom	2,029	108	5.32%	▼ -3
11	Audi UK	<a href="https://www.linkedin.com/company/audi-uk">https://www.linkedin.com/company/audi-uk</a>	United Kingdom	1,098	54	4.92%	▼ -1
12	Triumph Motorcycles	<a href="https://www.linkedin.com/company/triumph-motorcycles">https://www.linkedin.com/company/triumph-motorcycles</a>	United Kingdom	1,653	80	4.84%	▲ 4
13	Zenith Vehicles	<a href="https://www.linkedin.com/company/zenith-vehicles">https://www.linkedin.com/company/zenith-vehicles</a>	United Kingdom	1,007	47	4.67%	New Entry
14	JLR	<a href="https://www.linkedin.com/company/jlr">https://www.linkedin.com/company/jlr</a>	United Kingdom	35,895	1,675	4.67%	▲ 1
15	Evans Halshaw	<a href="https://www.linkedin.com/company/evans-halshaw">https://www.linkedin.com/company/evans-halshaw</a>	United Kingdom	1,586	71	4.48%	▼ -3
16	The AA	<a href="https://www.linkedin.com/company/the-aa">https://www.linkedin.com/company/the-aa</a>	United Kingdom	3,440	148	4.30%	▼ -3
17	Lookers Motor Group	<a href="https://www.linkedin.com/company/lookers-motor-group">https://www.linkedin.com/company/lookers-motor-group</a>	United Kingdom	2,316	90	3.89%	▲ 2
18	Sytner Group	<a href="https://www.linkedin.com/company/sytner-group">https://www.linkedin.com/company/sytner-group</a>	United Kingdom	2,073	79	3.81%	▼ -4
19	Euro Car Parts	<a href="https://www.linkedin.com/company/euro-car-parts">https://www.linkedin.com/company/euro-car-parts</a>	United Kingdom	3,228	118	3.66%	▲ 3
20	GKN Automotive	<a href="https://www.linkedin.com/company/gkn-automotive">https://www.linkedin.com/company/gkn-automotive</a>	United Kingdom	8,809	288	3.27%	▼ -3
21	Arnold Clark	<a href="https://www.linkedin.com/company/arnold-clark">https://www.linkedin.com/company/arnold-clark</a>	United Kingdom	4,414	142	3.22%	▼ -1

22	BCA UK	<a href="https://www.linkedin.com/company/bca-uk/">https://www.linkedin.com/company/bca-uk/</a> United Kingdom	2,050	60	2.93%	▼ -4
23	Mercedes-Benz in the UK	<a href="https://www.linkedin.com/company/mercedes-benz-in-the-uk/">https://www.linkedin.com/company/mercedes-benz-in-the-uk/</a> United Kingdom	2,654	77	2.90%	▲ 0
24	SEWS-E	<a href="https://www.linkedin.com/company/sews-e/">https://www.linkedin.com/company/sews-e/</a> United Kingdom	1,639	44	2.68%	▲ 0
25	Honda Motor Europe	<a href="https://www.linkedin.com/company/honda-motor-europe/">https://www.linkedin.com/company/honda-motor-europe/</a> United Kingdom	1,965	52	2.65%	▲ 0
26	Kwik-Fit (GB)	<a href="https://www.linkedin.com/company/kwik-fit-gb/">https://www.linkedin.com/company/kwik-fit-gb/</a> United Kingdom	1,168	26	2.23%	▲ 1
27	Delphi	<a href="https://www.linkedin.com/company/delphi/">https://www.linkedin.com/company/delphi/</a> United Kingdom	1,622	27	1.66%	▼ -1
28	Vauxhall Motors	<a href="https://www.linkedin.com/company/vauxhall-motors/">https://www.linkedin.com/company/vauxhall-motors/</a> United Kingdom	1,603	14	0.87%	▲ 0

**Ready to win at social?**

[Visit our website our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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

