



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

Industry at a glance:

Average Score:
2.67%

Total Companies:
126

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](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	Lucid Motors	https://www.linkedin.com/company/lucidmotors	United States	6,099	690	11.31%	▲ 2
2	Nikola	https://www.linkedin.com/company/nikolamotors	United States	1,254	123	9.81%	▲ 2
3	Rivian	https://www.linkedin.com/company/rivian	United States	10,957	933	8.52%	▼ -2
4	Volvo Trucks North America	https://www.linkedin.com/company/volvotrucksna	United States	1,067	70	6.56%	▲ 10
5	Motional	https://www.linkedin.com/company/motional	United States	1,205	78	6.47%	▲ 3
6	Enterprise Fleet Management	https://www.linkedin.com/company/efm	United States	3,283	203	6.18%	▲ 3
7	Lippert	https://www.linkedin.com/company/lippert	United States	3,492	214	6.13%	▼ -1
8	Zoox	https://www.linkedin.com/company/zoox	United States	3,221	197	6.12%	▲ 4
9	Holman	https://www.linkedin.com/company/holman	United States	4,365	236	5.41%	▲ 1
10	Lithia & Driveway	https://www.linkedin.com/company/lithia	United States	4,739	251	5.30%	▲ 1
11	Textron Specialized Vehicles	https://www.linkedin.com/company/textron-specialized-vehicles	United States	1,249	64	5.12%	▲ 4
12	DRiV	https://www.linkedin.com/company/driv	United States	1,687	79	4.68%	▲ 10
13	Hunter Engineering Components	https://www.linkedin.com/company/hunter-engineering-components	United States	1,359	63	4.64%	▲ 0
14	Club Car	https://www.linkedin.com/company/club-car	United States	1,230	57	4.63%	▲ 15
15	Driven Brands	https://www.linkedin.com/company/driven-brands	United States	1,538	71	4.62%	▲ 1
16	AUTOKINITON	https://www.linkedin.com/company/autokiniton	United States	1,371	62	4.52%	▲ 3
17	Mercedes-Benz U.S. International	https://www.linkedin.com/company/mercedes-benz-us-international	United States	1,185	53	4.47%	▲ 9
18	Cruise	https://www.linkedin.com/company/cruise	United States	3,379	146	4.32%	▲ 5
19	TI Fluid Systems	https://www.linkedin.com/company/ti-fluid-systems	United States	2,156	90	4.17%	▲ 1
20	Dealer Tire	https://www.linkedin.com/company/dealer-tire	United States	1,412	55	3.90%	▲ 4
21	Tesla	https://www.linkedin.com/company/tesla	United States	64,738	2,500	3.86%	▼ -14

22	Christian Brothers Automot	https://www.link	United States	1,373	53	3.86%	▲ 5
23	Allison Transmission	https://www.link	United States	2,724	104	3.82%	▲ 8
24	West Herr Automotive Grou	https://www.link	United States	1,106	42	3.80%	▲ 14
25	Gentherm	https://www.link	United States	2,035	75	3.69%	▼ -4
26	Pierce Manufacturing	https://www.link	United States	1,191	43	3.61%	▲ 27
27	Subaru of America	https://www.link	United States	3,456	122	3.53%	▲ 1
28	Daimler Truck North Ameri	https://www.link	United States	6,252	209	3.34%	▼ -3
29	The Goodyear Tire & Rubb	https://www.link	United States	25,551	841	3.29%	▲ 13
30	Dorman Products	https://www.link	United States	1,894	61	3.22%	▲ 2
31	Toyota North America	https://www.link	United States	18,681	601	3.22%	▲ 16
32	Enterprise Car Sales	https://www.link	United States	1,114	35	3.14%	▲ 48
33	Standard Motor Products	https://www.link	United States	1,541	48	3.11%	▲ 26
34	Mazda Toyota Manufacturi	https://www.link	United States	1,298	40	3.08%	▼ -17
35	BorgWarner	https://www.link	United States	17,974	550	3.06%	▲ 9
36	BBB Industries	https://www.link	United States	1,668	51	3.06%	▲ 0
37	Navistar	https://www.link	United States	9,132	275	3.01%	▲ 4
38	Bridgestone Americas	https://www.link	United States	15,131	451	2.98%	▼ -5
39	Group 1 Automotive	https://www.link	United States	2,882	83	2.88%	▼ -9
40	Genuine Parts Company	https://www.link	United States	5,604	159	2.84%	▲ 5
41	Joyson Safety Systems	https://www.link	United States	6,604	187	2.83%	▲ 2
42	AAM - American Axle & Ma	https://www.link	United States	8,583	234	2.73%	▼ -8
43	Crash Champions	https://www.link	United States	2,877	78	2.71%	▲ 6
44	Shape	https://www.link	United States	1,710	46	2.69%	▲ 32
45	Cummins	https://www.link	United States	48,445	1,294	2.67%	▲ 16
46	Hyundai Motor America	https://www.link	United States	4,196	111	2.65%	▲ 11
47	American Tire Distributors	https://www.link	United States	2,781	73	2.62%	▲ 5
48	Volkswagen of America	https://www.link	United States	4,913	124	2.52%	▲ 20
49	Veoneer	https://www.link	United States	2,206	55	2.49%	New Entry
50	General Motors	https://www.link	United States	100,365	2,500	2.49%	▲ 39
51	JM Family Enterprises	https://www.link	United States	4,179	102	2.44%	▲ 19
52	Cooper Standard	https://www.link	United States	7,580	183	2.41%	▲ 20
53	Dana	https://www.link	United States	15,153	365	2.41%	▼ -5
54	Caliber Collision	https://www.link	United States	6,756	159	2.35%	▲ 2
55	Lear	https://www.link	United States	44,711	1,052	2.35%	▲ 14
56	Dent Wizard International	https://www.link	United States	1,408	33	2.34%	▼ -19
57	BWI GROUP	https://www.link	United States	1,665	39	2.34%	▼ -11
58	Fiem Industries	https://www.link	United States	1,288	30	2.33%	▲ 6
59	Toyota Boshoku America	https://www.link	United States	2,802	65	2.32%	▲ 4
60	Visteon	https://www.link	United States	10,230	237	2.32%	▼ -10
61	Ford Motor Company	https://www.link	United States	129,560	3,000	2.32%	▲ 1
62	Harley-Davidson Motor Co	https://www.link	United States	10,788	243	2.25%	▲ 5
63	IAC Group	https://www.link	United States	7,024	157	2.24%	▲ 12
64	Mazda North American Op	https://www.link	United States	1,926	43	2.23%	▼ -6
65	Factory Motor Parts	https://www.link	United States	1,568	35	2.23%	▲ 18
66	Nexeer Automotive	https://www.link	United States	7,737	172	2.22%	▼ -11
67	Adient	https://www.link	United States	15,133	331	2.19%	▲ 4
68	Tenneco	https://www.link	United States	25,820	564	2.18%	▲ 6
69	Roush	https://www.link	United States	2,131	46	2.16%	▼ -15
70	Copart	https://www.link	United States	4,349	93	2.14%	▲ 15
71	Sonic Automotive	https://www.link	United States	2,148	45	2.09%	▼ -5
72	AutoNation	https://www.link	United States	9,668	202	2.09%	▲ 12
73	Flex-N-Gate	https://www.link	United States	4,647	97	2.09%	▲ 6
74	Penske Automotive Group	https://www.link	United States	3,173	66	2.08%	▲ 28
75	Challenge Manufacturing	https://www.link	United States	1,351	28	2.07%	▼ -35
76	Audi of America	https://www.link	United States	1,848	38	2.06%	▼ -25
77	BMW of North America	https://www.link	United States	4,802	98	2.04%	▲ 9
78	Bosch Automotive	https://www.link	United States	1,078	22	2.04%	▼ -39
79	Hendrick Automotive Grou	https://www.link	United States	3,582	73	2.04%	▲ 9
80	Inteva Products	https://www.link	United States	3,313	67	2.02%	▲ 12
81	Toyo Tires	https://www.link	United States	1,552	31	2.00%	▼ -21
82	BMW Manufacturing Co.	https://www.link	United States	5,082	100	1.97%	▼ -17
83	Android Industries	https://www.link	United States	1,541	30	1.95%	▲ 17
84	US Farathane	https://www.link	United States	1,299	25	1.92%	▲ 11
85	Yokohama Tire	https://www.link	United States	1,959	37	1.89%	▲ 19
86	Yazaki North America	https://www.link	United States	5,167	95	1.84%	▲ 8
87	IAA	https://www.link	United States	2,523	46	1.82%	▲ 3
88	American Honda Motor Co	https://www.link	United States	12,897	234	1.81%	▲ 5
89	Gerber Collision & Glass	https://www.link	United States	3,061	51	1.67%	▼ -2
90	Take 5 Oil Change	https://www.link	United States	1,861	31	1.67%	▼ -55
91	Southern Tire Mart	https://www.link	United States	1,264	21	1.66%	▲ 0
92	Toyoda Gosei Americas	https://www.link	United States	1,470	24	1.63%	▲ 4
93	DENSO	https://www.link	United States	16,967	273	1.61%	▲ 4

94	AAMCO Transmissions and	https://www.link	United States	1,066	17	1.59%	▲ 28
95	Henniges Automotive	https://www.link	United States	1,573	25	1.59%	▼ -17
96	OPENLANE	https://www.link	United States	5,291	83	1.57%	▲ 3
97	Subaru of Indiana Automot	https://www.link	United States	2,006	31	1.55%	▼ -15
98	Mercedes-Benz USA	https://www.link	United States	10,769	164	1.52%	▲ 0
99	Jeep	https://www.link	United States	3,406	51	1.50%	▲ 4
100	SRG Global	https://www.link	United States	2,472	36	1.46%	▲ 10
101	Shiloh Industries	https://www.link	United States	1,379	20	1.45%	▲ 6
102	LKQ	https://www.link	United States	7,314	106	1.45%	▲ 3
103	Kia America	https://www.link	United States	3,797	55	1.45%	▲ 6
104	Discount Tire	https://www.link	United States	8,611	120	1.39%	▲ 4
105	Superior Industries	https://www.link	United States	2,132	29	1.36%	▲ 1
106	Manheim	https://www.link	United States	5,153	69	1.34%	▲ 6
107	Dura Automotive Systems	https://www.link	United States	1,652	21	1.27%	▲ 19
108	Aludyne	https://www.link	United States	1,903	23	1.21%	▲ 3
109	East Penn Manufacturing C	https://www.link	United States	1,943	23	1.18%	▲ 5
110	Asbury Automotive Group	https://www.link	United States	3,940	45	1.14%	▲ 7
111	Forest River	https://www.link	United States	2,719	31	1.14%	▲ 13
112	North American Lighting	https://www.link	United States	2,371	27	1.14%	▲ 8
113	Kasai North America	https://www.link	United States	1,018	11	1.08%	New Entry
114	PACCAR	https://www.link	United States	17,679	182	1.03%	▲ 9
115	National Automobile Dealer	https://www.link	United States	3,693	38	1.03%	▲ 3
116	Chevrolet	https://www.link	United States	9,847	99	1.01%	▲ 9
117	Porsche Cars North Americ	https://www.link	United States	8,414	78	0.93%	▲ 10
118	Oshkosh	https://www.link	United States	8,478	75	0.88%	▼ -3
119	WORLD PAC	https://www.link	United States	1,711	15	0.88%	▲ 0
120	Akebono Brake	https://www.link	United States	1,531	13	0.85%	▲ 13
121	Ken Garff Automotive Grou	https://www.link	United States	2,262	18	0.80%	▼ -8
122	Kia Georgia	https://www.link	United States	1,007	8	0.79%	New Entry
123	Carquest Auto Parts	https://www.link	United States	2,902	17	0.59%	▲ 9
124	Tower International	https://www.link	United States	1,878	9	0.48%	▲ 4
125	Jiffy Lube International	https://www.link	United States	3,573	16	0.45%	▲ 11
126	Freightliner	https://www.link	United States	1,156	1	0.09%	New Entry

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