

DSMN8

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

Industry at a glance:

Average Score:
3.93%

Total Companies:
127

Global Industry Average:
3.60%

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	Polestar	https://www.linkedin.com/company/polestar	Sweden	3,180	365	11.48%	▲ 1
2	Van Mossel Automotive Gr	https://www.linkedin.com/company/van-mossel-automotive-gr	Netherlands	1,613	180	11.16%	▲ 7
3	Hedin Automotive Sverige	https://www.linkedin.com/company/hedin-automotive-sverige	Sweden	1,143	127	11.11%	New Entry
4	PROMETEON TYRE GRO	https://www.linkedin.com/company/prometeon-tyre-gro	Italy	2,907	309	10.63%	▲ 2
5	AMAG Group	https://www.linkedin.com/company/amag-group	Switzerland	2,981	298	10.00%	▼ -1
6	Emil Frey France	https://www.linkedin.com/company/emil-frey-france	France	1,261	124	9.83%	▼ -5
7	Alpine	https://www.linkedin.com/company/alpine	France	1,978	178	9.00%	▼ -2
8	GUEUDET 1880	https://www.linkedin.com/company/gueudet-1880	France	1,195	97	8.12%	▼ -1
9	Santogal	https://www.linkedin.com/company/santogal	Portugal	1,032	76	7.36%	▲ 5
10	Carglass® France	https://www.linkedin.com/company/carglass-france	France	1,458	100	6.86%	▲ 1
11	Garrett - Advancing Motion	https://www.linkedin.com/company/garrett-advancing-motion	Switzerland	3,475	234	6.73%	▼ -1
12	UTAC	https://www.linkedin.com/company/utac	France	1,190	79	6.64%	New Entry
13	Yazaki Europe Middle East	https://www.linkedin.com/company/yazaki-europe-middle-east	Belgium	1,599	105	6.57%	▲ 15
14	Retail Renault Group	https://www.linkedin.com/company/retail-renault-group	France	2,419	151	6.24%	▲ 3
15	Bilia	https://www.linkedin.com/company/bilia	Sweden	1,584	96	6.06%	▲ 6
16	Toyota Motor Europe	https://www.linkedin.com/company/toyota-motor-europe	Belgium	3,623	212	5.85%	▼ -4
17	SEG Automotive	https://www.linkedin.com/company/seg-automotive	Germany	1,809	104	5.75%	▲ 5
18	Din Bil	https://www.linkedin.com/company/din-bil	Sweden	1,210	67	5.54%	▼ -2
19	Maserati	https://www.linkedin.com/company/maserati	Italy	2,421	134	5.53%	▲ 0
20	Bridgestone EMEA	https://www.linkedin.com/company/bridgestone-emea	Belgium	5,806	311	5.36%	▲ 3
21	BCS Automotive Interface	https://www.linkedin.com/company/bcs-automotive-interface	Germany	1,224	65	5.31%	New Entry

22	Italdesign	https://www.link	Italy	1,327	70	5.28%	▲ 7
23	Volvo Cars	https://www.link	Sweden	29,227	1,473	5.04%	▲ 23
24	TMD Friction	https://www.link	Germany	1,376	68	4.94%	▲ 25
25	Maxion Wheels	https://www.link	Germany	3,920	193	4.92%	▲ 8
26	Renault Group	https://www.link	France	50,935	2,500	4.91%	▲ 6
27	EirongKlinger	https://www.link	Germany	3,144	154	4.90%	▲ 10
28	Continental Engineering Se	https://www.link	Germany	1,228	60	4.89%	▼ -10
29	Bosch Romania	https://www.link	Romania	3,080	150	4.87%	▲ 19
30	CIE Automotive	https://www.link	Spain	2,106	102	4.84%	▲ 41
31	Aptiv	https://www.link	Ireland	30,258	1,446	4.78%	▲ 3
32	Schindler, S.A. (Spain)	https://www.link	Spain	1,027	49	4.77%	▼ -1
33	Michelin	https://www.link	France	47,599	2,266	4.76%	▼ -6
34	BHTC	https://www.link	Germany	1,671	78	4.67%	▲ 13
35	CAF	https://www.link	Spain	6,538	296	4.53%	New Entry
36	Nokian Tyres	https://www.link	Finland	1,437	65	4.52%	▼ -12
37	Automobili Lamborghini	https://www.link	Italy	5,088	226	4.44%	▲ 3
38	Bosch Engineering	https://www.link	Germany	1,770	78	4.41%	▲ 0
39	BMW Group	https://www.link	Germany	57,323	2,500	4.36%	▼ -4
40	Eldor	https://www.link	Italy	1,366	58	4.25%	▲ 10
41	Ducati Motor Holding	https://www.link	Italy	2,189	92	4.20%	▲ 4
42	Volkswagen Group Service	https://www.link	Germany	2,390	100	4.18%	▼ -29
43	Daimler Buses	https://www.link	Germany	1,990	83	4.17%	▲ 11
44	Mercedes-Benz France	https://www.link	France	1,684	70	4.16%	▼ -19
45	DRÄXLMAIER Group	https://www.link	Germany	13,327	546	4.10%	▼ -1
46	SEAT	https://www.link	Spain	7,448	299	4.01%	▼ -7
47	MAHLE	https://www.link	Germany	23,435	940	4.01%	▲ 4
48	Continental	https://www.link	Germany	75,892	3,000	3.95%	▲ 11
49	FEV Europe	https://www.link	Germany	1,277	50	3.92%	▲ 19
50	AVL	https://www.link	Austria	8,453	323	3.82%	▲ 13
51	Kautex Textron	https://www.link	Germany	2,307	88	3.81%	▼ -10
52	Volvo Trucks	https://www.link	Sweden	11,594	439	3.79%	▲ 1
53	Huf Group	https://www.link	Germany	2,256	85	3.77%	▲ 37
54	Renault Trucks	https://www.link	France	6,634	246	3.71%	▲ 3
55	FORVIA HELLA	https://www.link	Germany	16,493	611	3.70%	▲ 1
56	Mercedes-AMG	https://www.link	Germany	2,622	97	3.70%	▲ 55
57	Volvo Buses	https://www.link	Sweden	1,779	65	3.65%	▲ 8
58	Trèves Group	https://www.link	France	1,208	44	3.64%	New Entry
59	Ferrari	https://www.link	Italy	11,275	405	3.59%	▼ -7
60	Valeo Germany	https://www.link	Germany	1,367	49	3.58%	▲ 39
61	Pirelli	https://www.link	Italy	13,982	501	3.58%	▲ 1
62	RONAL GROUP	https://www.link	Switzerland	1,214	43	3.54%	▲ 2
63	Gestamp	https://www.link	Spain	15,330	542	3.54%	▼ -2
64	Sodecia	https://www.link	Portugal	2,435	86	3.53%	▲ 5
65	BENTELER Group	https://www.link	Austria	8,600	295	3.43%	▲ 29
66	Simoldes Plastics	https://www.link	Portugal	1,429	49	3.43%	▲ 12
67	Hirschmann Automotive	https://www.link	Austria	1,978	66	3.34%	▲ 33
68	Scania Group	https://www.link	Sweden	35,237	1,169	3.32%	▼ -38
69	Webasto Group	https://www.link	Germany	6,256	205	3.28%	▲ 22
70	Iveco Group	https://www.link	Italy	17,767	582	3.28%	▲ 16
71	Hutchinson	https://www.link	France	11,837	386	3.26%	▼ -13
72	Rosenbauer Group	https://www.link	Austria	1,357	44	3.24%	New Entry
73	Bader	https://www.link	Germany	1,144	37	3.23%	▲ 4
74	ZF Group	https://www.link	Germany	63,267	2,038	3.22%	New Entry
75	BUGATTI	https://www.link	France	1,003	32	3.19%	New Entry
76	Dacia	https://www.link	Romania	1,984	63	3.18%	▲ 4
77	Antolin	https://www.link	Spain	7,663	242	3.16%	▼ -1
78	Mubea	https://www.link	Germany	3,642	115	3.16%	▲ 6
79	Autonom Group	https://www.link	Romania	1,228	38	3.09%	▼ -19
80	Sogefi Group	https://www.link	Italy	2,748	85	3.09%	▼ -14
81	Inter Cars	https://www.link	Poland	2,284	70	3.06%	▲ 33
82	Grupo Salvador Caetano	https://www.link	Portugal	3,436	104	3.03%	▲ 7
83	WITTE Automotive	https://www.link	Germany	1,041	31	2.98%	▼ -10
84	Valmet Automotive	https://www.link	Finland	1,345	39	2.90%	▼ -58
85	IVECO	https://www.link	Italy	7,564	218	2.88%	▼ -6
86	Autoneum	https://www.link	Switzerland	3,801	109	2.87%	▲ 31
87	Mercedes-Benz	https://www.link	Germany	40,143	1,151	2.87%	▲ 20
88	Škoda Auto	https://www.link	Czechia	8,743	250	2.86%	▼ -7
89	Mercedes-Benz España	https://www.link	Spain	1,370	39	2.85%	▼ -17
90	DAF Trucks	https://www.link	Netherlands	6,012	171	2.84%	▼ -5
91	MAN Truck & Bus	https://www.link	Germany	8,607	242	2.81%	▲ 7
92	Kromberg & Schubert	https://www.link	Germany	6,358	175	2.75%	▲ 0
93	KIRCHHOFF Automotive	https://www.link	Germany	2,400	65	2.71%	▲ 25

94	Stellantis	https://www.link	Netherlands	111,725	3,000	2.69%	▲ 18
95	thyssenkrupp Presta	https://www.link	Lithuania	2,436	65	2.67%	▲ 14
96	Porsche	https://www.link	Germany	18,592	494	2.66%	▲ 7
97	Bertel O. Steen	https://www.link	Norway	1,283	33	2.57%	▲ 30
98	Volvo Group	https://www.link	Sweden	73,011	1,875	2.57%	▲ 12
99	PKC Group	https://www.link	Finland	2,966	75	2.53%	▲ 7
100	Faurecia	https://www.link	France	31,376	793	2.53%	▲ 5
101	KTM	https://www.link	Austria	2,972	74	2.49%	▲ 0
102	Knorr-Bremse	https://www.link	Germany	7,896	192	2.43%	▲ 14
103	Snop - Groupe FSD	https://www.link	France	2,470	60	2.43%	▼ -20
104	Kongsberg Automotive	https://www.link	Norway	2,667	64	2.40%	▼ -7
105	Brose Group	https://www.link	Germany	9,287	220	2.37%	▼ -10
106	Piaggio Group	https://www.link	Italy	3,555	84	2.36%	▼ -18
107	AUDI HUNGARIA	https://www.link	Hungary	2,014	45	2.23%	▲ 8
108	Volkswagen Autoeuropa	https://www.link	Portugal	2,022	45	2.23%	▲ 24
109	SMR Automotive Global	https://www.link	Germany	1,861	41	2.20%	▲ 13
110	Peugeot	https://www.link	France	8,586	184	2.14%	▲ 13
111	AUDI	https://www.link	Germany	22,945	488	2.13%	▲ 17
112	Haldex	https://www.link	Sweden	1,133	24	2.12%	▼ -30
113	SMP Automotive Global	https://www.link	Germany	2,852	58	2.03%	▲ 17
114	Grammer	https://www.link	Germany	1,842	36	1.95%	▲ 7
115	Citroën	https://www.link	France	6,721	130	1.93%	▼ -2
116	Brembo	https://www.link	Italy	6,545	126	1.93%	▲ 13
117	Opel	https://www.link	Germany	5,489	101	1.84%	▲ 2
118	LEONI	https://www.link	Germany	18,086	299	1.65%	▼ -25
119	Plastic Omnium	https://www.link	France	10,795	178	1.65%	▲ 6
120	Eberspächer Group	https://www.link	Germany	4,795	79	1.65%	▲ 15
121	Carglass® Nederland	https://www.link	Netherlands	1,043	13	1.25%	▲ 3
122	Feu Vert España	https://www.link	Spain	1,060	13	1.23%	▲ 14
123	NGK	https://www.link	Poland	1,365	16	1.17%	▲ 16
124	Varroc Safety and Mobility	https://www.link	Poland	1,522	17	1.12%	▲ 14
125	Fiat	https://www.link	Italy	3,336	36	1.08%	▲ 6
126	Volkswagen Group	https://www.link	Germany	110,062	679	0.62%	▲ 15
127	Freudenberg Group	https://www.link	Germany	20,721	100	0.48%	▲ 15

Ready to win at social?

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