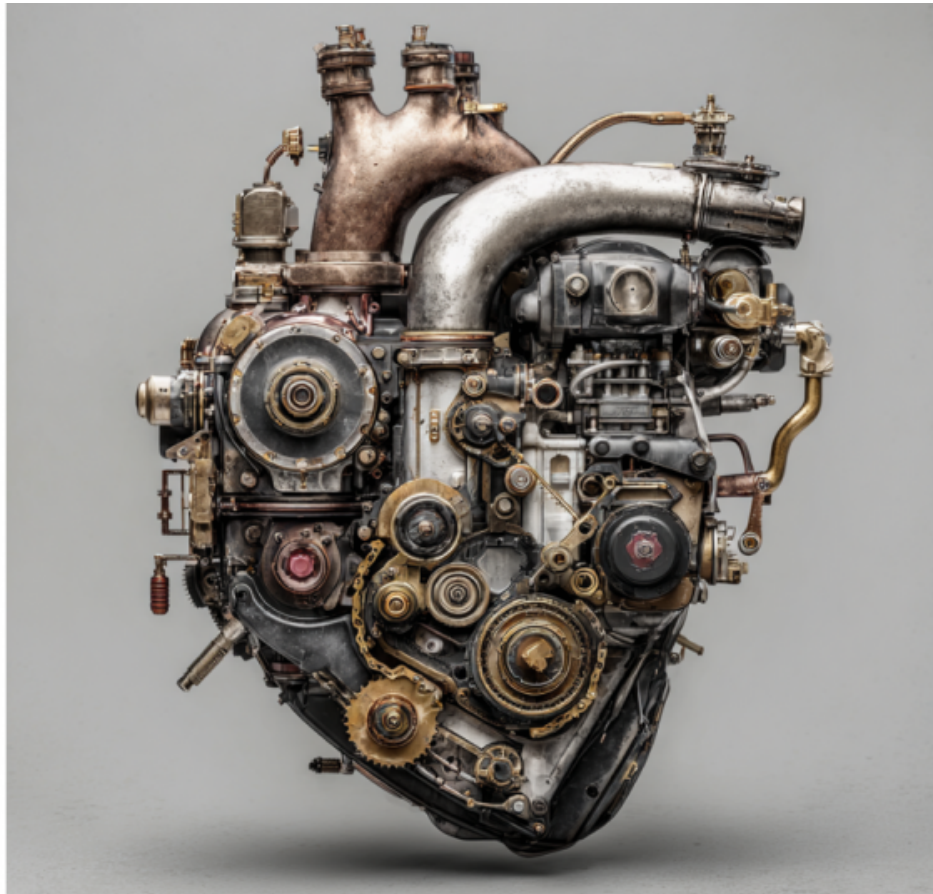




The engine is the heart of every machine

IMAGE SOURCE: Image generated by ChatGPT

The Best Machines Run on Trusted Hearts: Global vs. Regional Engine Preferences

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In the heavy machinery industry, the engine is often considered the machine's "heart" – the component that determines performance, reliability, and long-term ownership costs. Choosing the right engine partner is a strategic decision for any OEM. And while global brands hold strong reputations, engine preferences vary significantly by region, as **LECTURA surveys** consistently show.

A past **engine reliability survey** highlighted this divide clearly. Respondents worldwide named **Kubota** the most trusted engine brand overall. Yet regional insights told a more nuanced story:

- In **Europe**, brands like **Deutz** and **Volvo** held the strongest position.

- In **North America**, **Caterpillar** and **Cummins** were preferred more frequently.

These findings reflect not only brand histories, but also regional applications, dealer networks, service expectations, and equipment types.

Why engine preference changes by region

Engine choice is shaped by factors far beyond the engine itself. Survey respondents often point to:

- **Availability of service technicians**
- **Local dealer network quality**
- **Parts availability and delivery times**
- **Brand familiarity from existing fleets**
- **Fuel type preferences and regulations**

For example, in regions where certain brands supply a majority of municipal or rental fleets, operators naturally gain more exposure to those engines. Over time, familiarity becomes preference.

Global leaders vs. local champions

The survey results highlight the distinction between **global recognition** and **regional leadership**. While some brands consistently earn strong global ratings, regional champions often outperform them locally due to targeted distribution, strong aftermarket support, or established partnerships with OEMs.

For manufacturers selling machines across multiple continents, this means a single engine specification may not satisfy every target market. Understanding local expectations can guide:

- Engine package options
- Regional product variants
- Marketing messages
- After-sales resource allocation

Fuel preference adds another layer

Engine brand is only part of the story. A separate **LECTURA survey** found that **91.5% of equipment users still prefer diesel**, but regional alternatives are emerging:

- **5% of European users** already lean toward electric power.
- **3.5% of U.S. users** prefer LPG.

These adoption signals influence which engine technologies gain traction in each region – and which brands operators associate with future-readiness.

Why OEMs use surveys before choosing partners

For manufacturers selecting engines for new models or updating existing lines, perception data helps avoid costly misalignment. A strong global brand may not carry the same weight in all markets. Surveys provide:

- Clear visibility into customer trust levels
- Insight into maintenance and service expectations
- Regional comparisons to support multi-market strategies

With access to **1.1 million monthly professionals**, **LECTURA surveys** offer a representative, segmented overview of these preferences.

The takeaway

Engines may be mechanical components, but choosing the right one is a strategic decision shaped by human perception, regional habits, and service ecosystems. Survey insights reveal how those factors differ around the world – and help OEMs align product decisions with the expectations of the markets they serve.

✉ **Would you like to know more?**

Visit the [survey website](#) or Send us an email at survey@lectura.de

Source: LECTURA GmbH