

Brand performance report

First half of 2017



The first half of 2017 was a busy time for the heavy machinery industry—and we can say the same about LECTURA Specs!

Over 1.300 manufacturers from all over the world sent us detailed technical specifications about 98.111 of their models. We then took all that information and used it to present their products on LECTURA Specs, generating 1.654.704 visitor interactions!

We've analyzed the results and created this report to show you how various heavy machinery categories, brands, and models ranked in comparison to one another. So let's take a look!

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TOP 20 categories

	Category	Checks	Models on Specs*	
1	Crawler excavators	154.030	1.877	
2	4WD Tractors	127.663	8.994	
3	Mini excavators	112.239	1.557	
4	Wheel loaders	97.149	2.308	
5	Hydraulic Loading Cranes	88.156	3.072	
6	Diesel front forklifts	62.506	2.922	
7	Wheel excavators	56.530	830	
8	Telescopic handlers	54.180	1.425	
9	Skid steer loaders	40.438	850	
10	Electric Forklift Trucks	34.413	2.284	
11	Backhoe loaders	28.733	312	
12	Combine harvesters	27.675	1.123	
13	LPG Forklifts	24.301	1.384	
14	Single-drum Rollers	22.829	963	
15	Power Generators 3000	21.669	1.005	
16	Hydraulic Breakers	20.256	1.867	
17	Tandem Vibration Rollers	18.935	719	
18	Round Balers	18.158	781	
19	Compact Utility Tractors	18.001	618	
20	Power Generators 1500	13.955	1.347	

* number of unique models listed on LECTURA Specs

Want to learn more? Find everything you need to know about heavy machinery models on lectura-specs.com

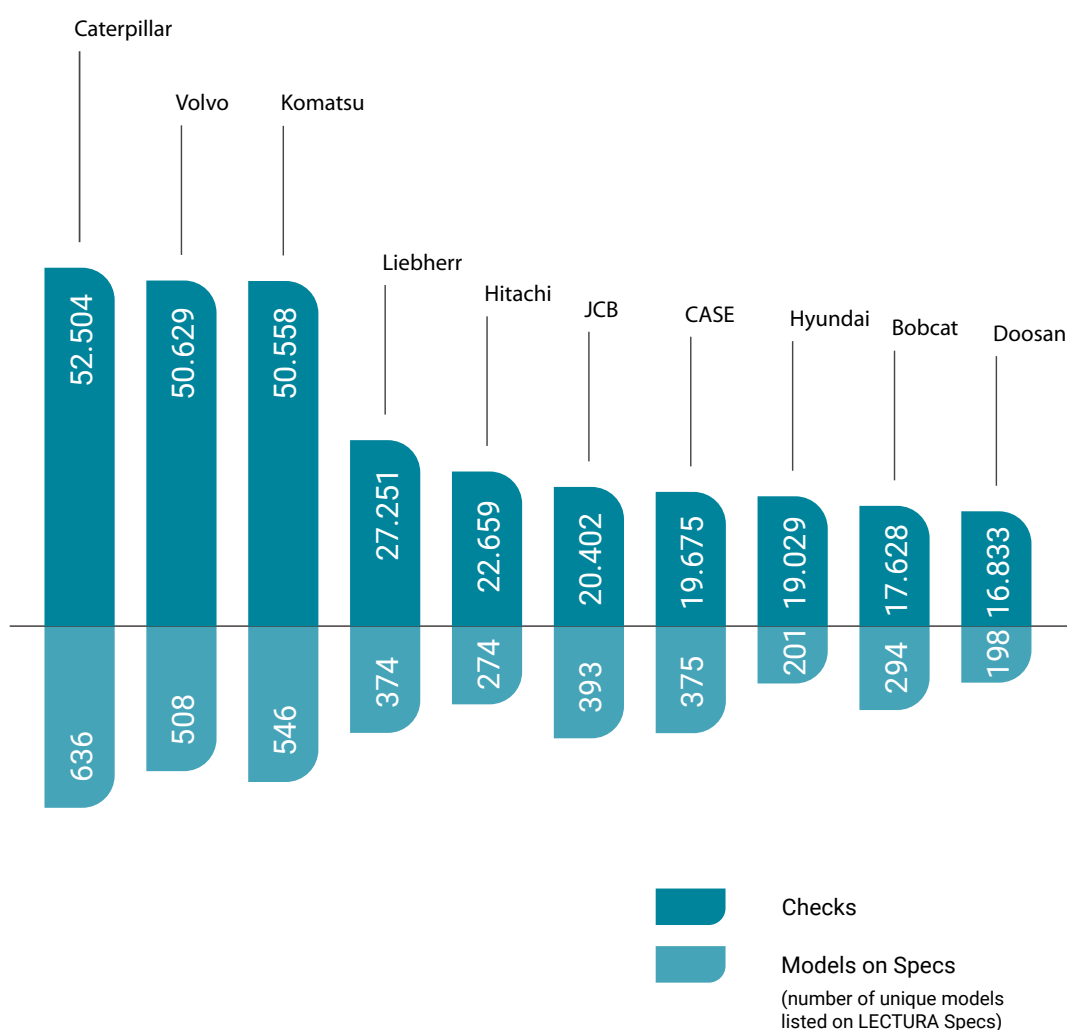
TOP 20 brands

	Brand	Checks	Models on Specs*	
1	Caterpillar	66.524	1.066	
2	Komatsu	58.830	864	
3	Volvo	50.727	508	
4	New Holland	44.836	2.051	
5	Liebherr	41.978	1.127	
6	JCB	1.501	654	
7	John Deere	29.794	1.351	
8	Claas	27.132	916	
9	Fassi	26.329	2.518	
10	Kubota	23.768	311	
11	Hitachi	23.619	296	
12	Hyundai	21.711	398	
13	Bobcat	20.623	349	
14	CASE	20.414	388	
15	Palfinger	20.325	918	
16	Doosan	19.946	511	
17	Atlas-Copco	19.528	565	
18	Massey Ferguson	19.450	1.158	
19	Bomag	19.286	719	
20	Manitou	18.324	716	

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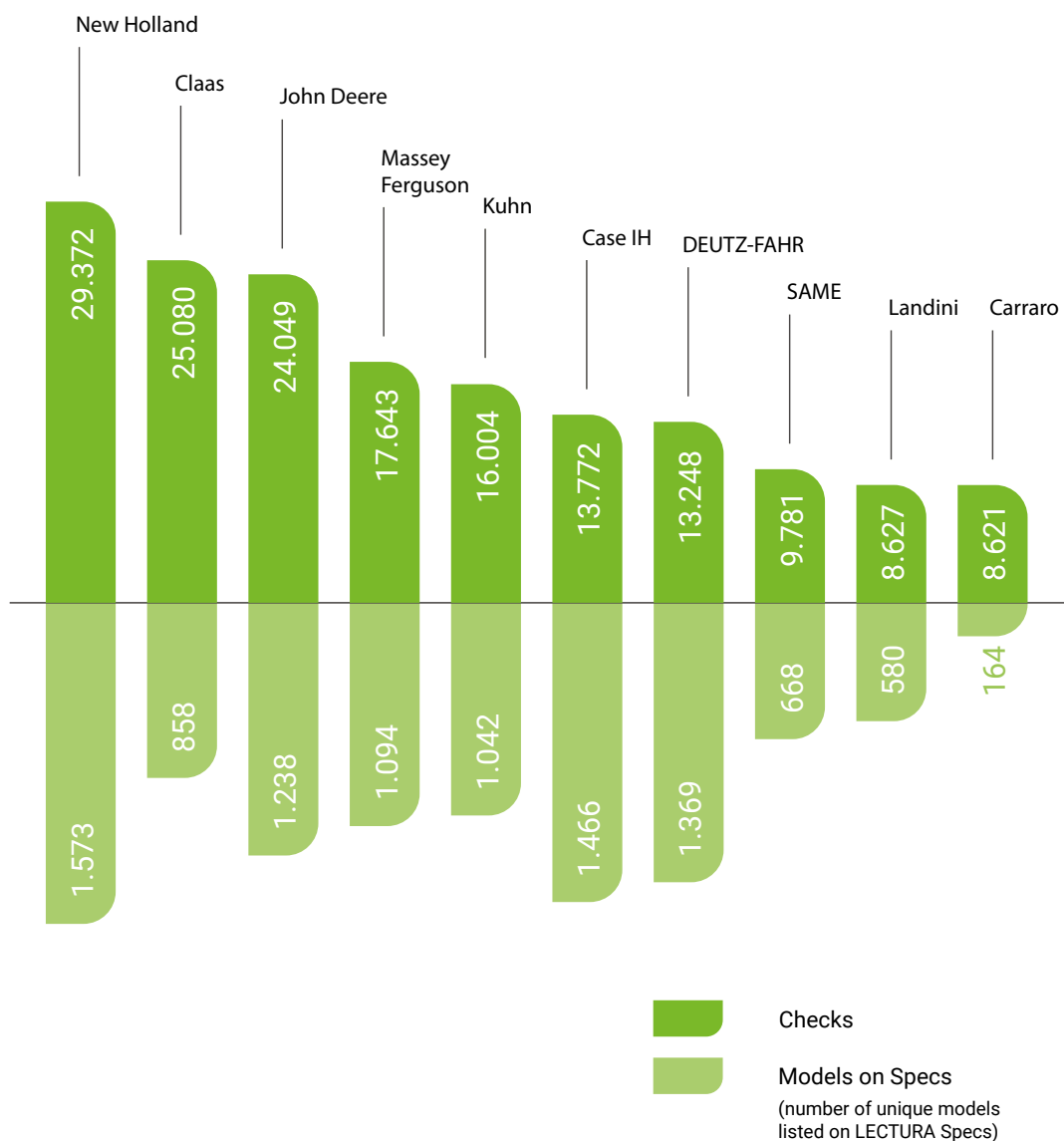
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TOP 10 brands in Construction machinery



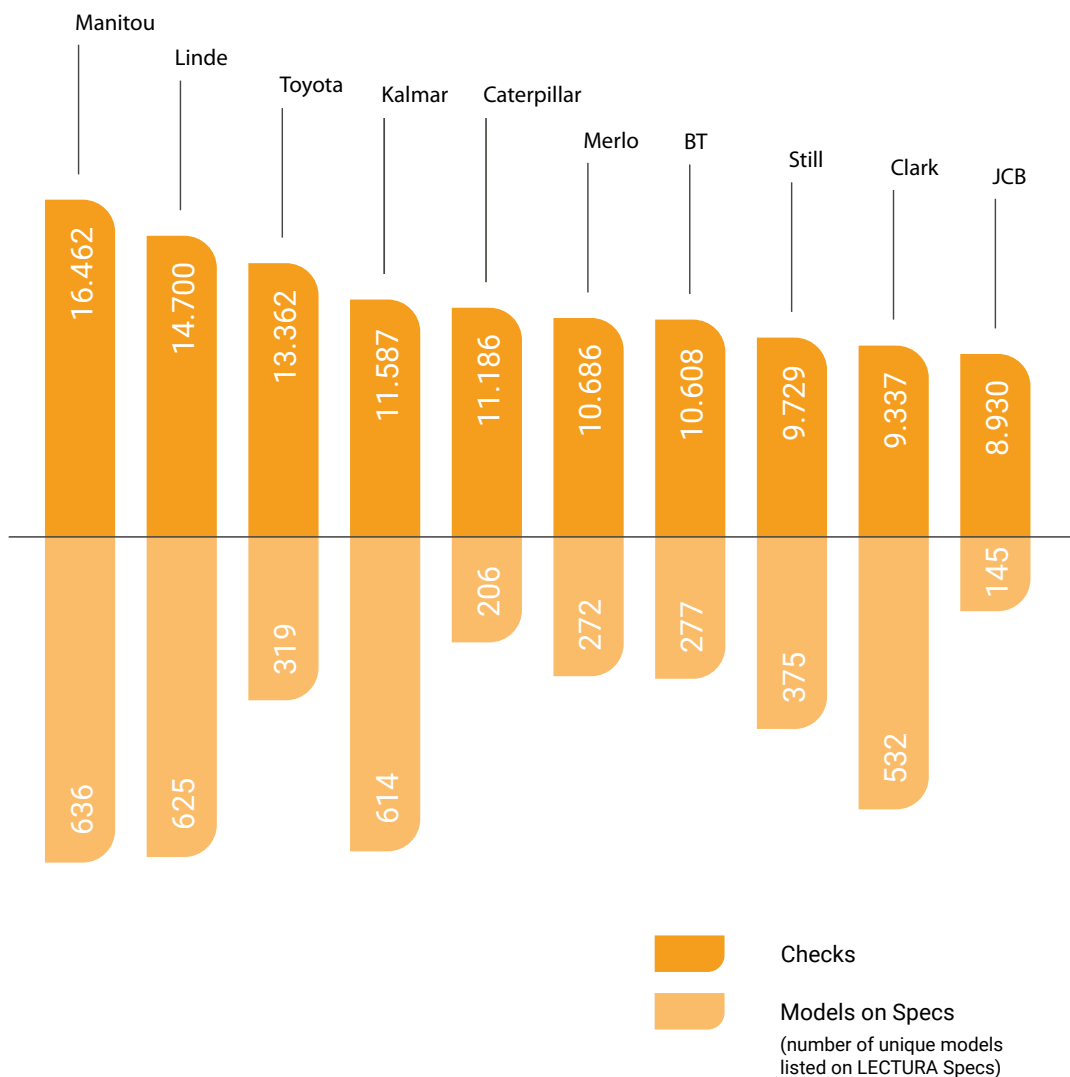
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TOP 10 brands in Agriculture machinery



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TOP 10 brands in Forklifts



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We'd like to thank all the manufacturers who regularly supply us with information about their products.

They clearly understand that direct interaction with information about their products on a high-traffic website like LECTURA Specs is the best promotion their machines can get.

Interested to know how other categories, brands, or models performed?

LET US KNOW!

Don't see your brand in the top rankings?

LET US KNOW!

We're looking forward to hearing from you!



Petr Thiel
LECTURA managing director
p.thiel@lectura.de