

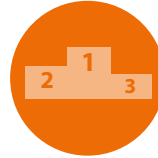
**FORKLIFT AND
AERIAL WORK PLATFORM
QUIZ STATISTICS
Life's a game!**



92
COUNTRIES



9.002
PLAYERS



72
PRIZES

We gave away another 72 prizes to Forklift and Aerial Work Platform experts from all over the world. We are very proud of all 9.002 players who accepted the challenge and proved that they truly are machinaires!

You all have our respect and appreciation!

Top times = Great prizes!



TVH
Andrei D. **00:00:10**
MANITOU Twisco SLT415
Model 1:25

2nd



TVH
Matthias **00:00:10**
Linde Forklift
130x57x107cm

1st



TVH
Cristina D. **00:00:10**
JLG LIFTLUX 260-25
Model 1:32

3rd



29
BRANDS



99.808
ANSWERS



44,5%
RECOGNITION

The task was to look at 10 machines without their logos and choose the correct brand out of the four that were offered for each. For each mistake, 10 seconds were added to the total time.

Thanks to all players we were able to analyse just how recognizable a machinery brand is, based on its products. Because being recognizable is crucial for every company and its products. By the end of the competition, we had received a total of **99.808 answers**, of which **44.421 were correct!** That's nearly 50%! We're impressed!

Are you curious which brands were most recognizable, which the least and which brands they were confused with?

Now let's have a look at those MACHINES!

1. JCB 541-70

most confused with:

MANITOU	10,09%
JLG	8,33%
MAGNI	3,88%



77,70%
recognition

2. JCB 516-40

most confused with:

KRAMER	14,25%
AUSA	7,29%
THALER	4,97%



73,50%
recognition

3. NISSAN GX 50

most confused with:

STILL	14,31%
CLARK	11,48%
CESAB	5,40%



68,81%
recognition

4. MITSUBISHI FB 20 CN

most confused with:

MONTINI	15,74%
CARER	10,64%
STILL	7,58%



66,03%
recognition

5. MERLO P 50.8 CS

most confused with:

KRAMER ALLRAD	18,39%
JCB	9,45%
JLG	7,38%



64,79%
recognition

1. FARESIN 17.40

most confused with:

MANITOU	67,77%
MERLO	10,54%
DIECI	5,93%



15,76%
recognition

2. WEYCOR AR 75 T

most confused with:

KRAMER	42,81%
AHLMANN	25,23%
JCB	8,05%



23,90%
recognition

3. MONTINI EGV 16

most confused with:

STILL	28,42%
ATLET	27,59%
CESAB	15,25%



28,74%
recognition

4. GENKINGER NR 1300

most confused with:

JUNGHEINRICH	45,71%
CROWN	13,66%
CESAB	9,62%



31,01%
recognition

5. PRAMAC QX 20 P

most confused with:

YALE	26,39%
HYSTER	22,50%
MITSUBISHI	18,79%



32,31%
recognition

**ARE YOU IMPRESSED?
WE ARE!**

**IF YOU WANT TO SEE ALL 36 MACHINES USED ON FORKLIFT
AND AERIAL WORK PLATFORM QUIZ, JUST LET US KNOW.
WE'LL BE HAPPY TO SHARE THAT LIST WITH YOU!**

quiz@lectura.de

LAST BUT NOT LEAST, WE WOULD LIKE TO THANK OUR SPONSORS FOR SUPPORTING THIS EVENT OF OURS!

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— MEDIA PARTNER —



— PRIZE SPONSORS —





PETR THIEL
CEO

**INTERESTED IN MORE BRAND INSIGHTS AND DATA?
GOT IDEAS FOR A NEW QUIZ?**

SEND US AN EMAIL!
WE LOOK FORWARD TO HEARING FROM YOU.

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