

# Brand Survey 2022

**Global results +  
Free Construction &  
Lifting sector review**





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# Content

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
JCB	69
JOHN DEERE CONSTRUCTION	76
KOBELCO	83
KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

PART 1:

# Introduction

**LECTURA: facilitator  
in the equipment  
industry that turns  
your data into value**

For almost 40 years,

# LECTURA has been redefining the concepts of digital visibility and performance in the heavy equipment industry

in Europe and the rest of the world by providing companies with comprehensive machinery data to support their purchase decisions.

Every month,

**1,200,000**  
visitors

search, find, and use valuable intelligent information from our wide database of over

**160,000**

machinery and equipment specifications and technical details.

LECTURA Surveys offers heavy machinery industry professionals and other B2C online customers in the industry the opportunity to get clear insights from B2B and end customers that help them adjust their business strategies according to the market reality. They are the fastest and most effective research tools to gather useful information about the characteristics, opinions, experience and needs of the people within the industry, and to get a better understanding of their behavior. In short, LECTURA Surveys are offering access to a unique audience of professionals and help companies transform valid market data into value that will allow them to grow their business.



# The success of any business depends on its brand identity:



How it is created and maintained by the company, and how it is perceived over time by the customers through the set of elements that differentiates it from the competition. The brand is, basically, the mirror of a business. Without a good brand identity, customers will have a hard time trusting the business, and staying loyal to it.

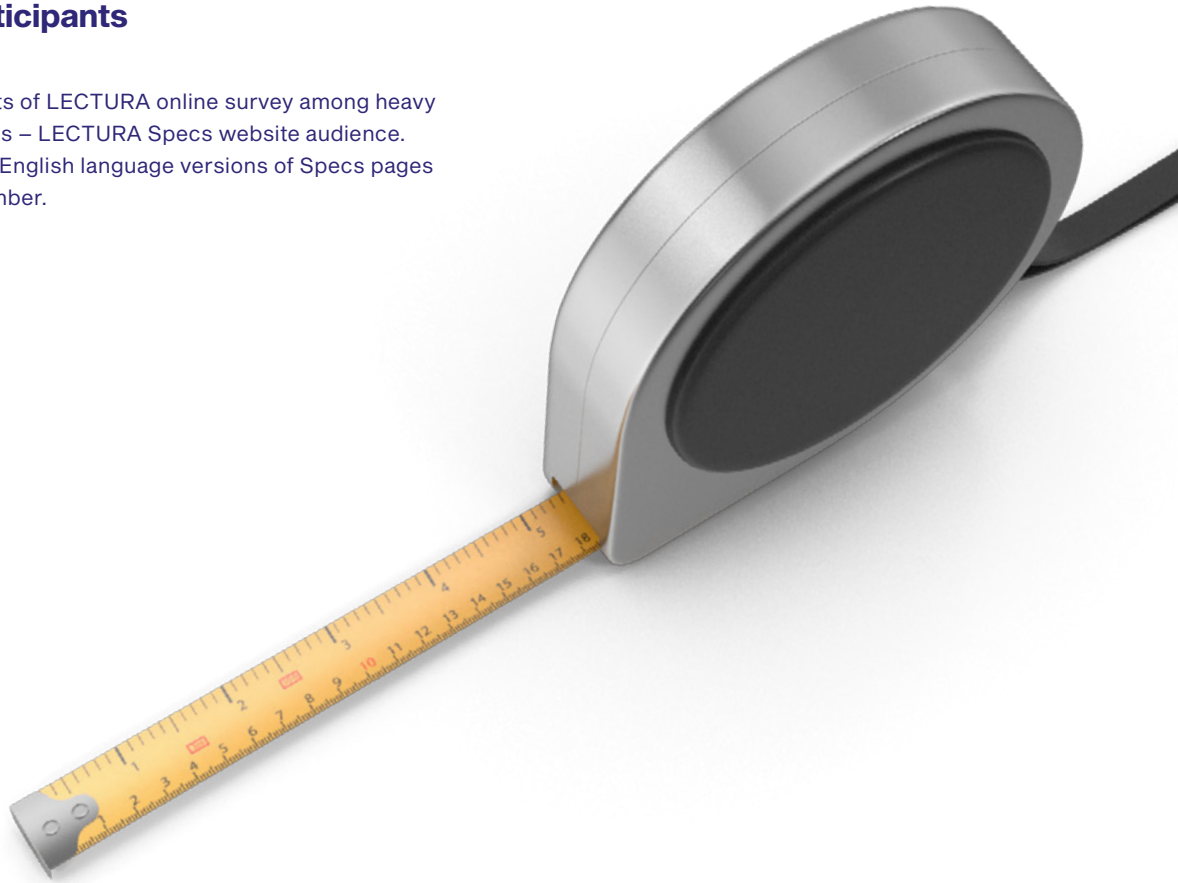
Anyone would probably be able to name a few brands from, for example, the automotive or fashion industries that he or she perceives as a premium brand – and there is a great possibility that they would be true based on many rankings, studies, whitepapers, public opinions, historical achievements, brand visibility through various sponsorships or other impactful activities. But what about the heavy equipment sector? There is no such complex study or report that would outline the brand awareness of appropriate manufacturers, mostly because of a limited contact between manufacturers and end customers.

Unfortunately, brands from the construction machinery industry in particular, lack the tools to measure client perception and satisfaction, which creates difficulties when it comes to adjusting their business strategies, in order to achieve better results.

**Knowing that, we decided to do a favour for the industry and come forward with one of our biggest and most important market research projects: LECTURA BrandSurvey.**

## Methodology and Participants

The report is based on the results of LECTURA online survey among heavy equipment industry professionals – LECTURA Specs website audience. The survey was available on the English language versions of Specs pages from 8<sup>th</sup> September to 15<sup>th</sup> November.



**52,644**  
**respondents** from all around the world  
**reviewing 892** participated in the survey  
**brands.**

From these,

**92 most frequently  
reviewed brands  
were selected**

to serve as the basis for the current  
paper as well as brand-tailored  
individual reports.

# From brand perception to media visibility, LECTURA BrandSurvey redirects the attention of the audience right at the core of a business: its identity.

Through a set of 15 questions, we wanted to find out how customers from all around the world see heavy machinery manufacturers, what are the things that matter the most to them, how these brands chose to interact with their clients and what do they need to improve in order to maintain the trust of their current customers and gain that of new ones.

Besides creating a communication bridge between the most important players in the machinery industry (brands and their clients),

## LECTURA BrandSurvey is a winning market research tool for both



### The audience:

The participants had the unique opportunity to communicate, based on their personal customer experience, things that normally are not possible in a real-life situation: how they truly see brands, what they like and what they do not like about a certain brand, how they see the competition, how pleased they are of the brands dealers' network, etc.

### The brands:

Have the chance to receive a clear, honest, comprehensive view about their brand awareness (how well they are advertised, if their communications strategies pay off in terms of media visibility, how often they interact with the audience and how, etc). Basically, the chance to find out and use in their own interest information that usually cannot be collected and interpreted at such a high scale elsewhere.

Most importantly, the valuable market data collected through LECTURA BrandSurvey can be transformed into better business strategies for the brands involved in it. Better business strategies will enable better decisions. And better business decisions will turn into better revenues. And that leads to growth.



# Executive summary

In the following paragraphs, the general results are described to **outline how, in general, the brands were evaluated**. In addition, the dealership network, media visibility and from which sources people can draw information about brands are evaluated.

# 52,644 reviews of 892 brands

(Construction, Agriculture, Material Handling, Transportation)

## Survey sections:

General brand  
evaluation

Products and  
services

Media visibility

92 most frequently  
reviewed brands  
(42,202 reviews  
in total)

Online  
presentation

Dealership  
network

Competitors

(Specific sample sizes for each question  
may vary)

## Respondents from all around the world

### Europe (N = 16236):

Åland .....	3
Albania .....	90
Andorra .....	1
Austria .....	79
Belarus .....	25
Belgium .....	283
Bosnia and Herzegovina .....	90
Bulgaria .....	232
Croatia .....	420
Cyprus .....	76
Czechia .....	176
Denmark .....	600
Estonia .....	122
Faroe Islands .....	15
Finland .....	637
France .....	184
Germany .....	281
Greece .....	363
Guernsey .....	6
Hungary .....	377
Iceland .....	86
Ireland .....	1138
Isle of Man .....	14
Italy .....	162
Jersey .....	11
Kosovo .....	31
Latvia .....	153
Lichtenstein .....	1
Lithuania .....	218
Luxembourg .....	21
Macedonia .....	8
Malta .....	40
Moldova .....	30
Monaco .....	1
Montenegro .....	26
Netherlands .....	510

Norway .....	995
Poland .....	129
Portugal .....	420
Romania .....	746
Serbia .....	288
Slovakia .....	177
Slovenia .....	312
Spain .....	120
Svalbard and Jan Mayen .....	1
Sweden .....	1167
Switzerland .....	62
Ukraine .....	65
United Kingdom .....	5156

### Asia (N = 5398):

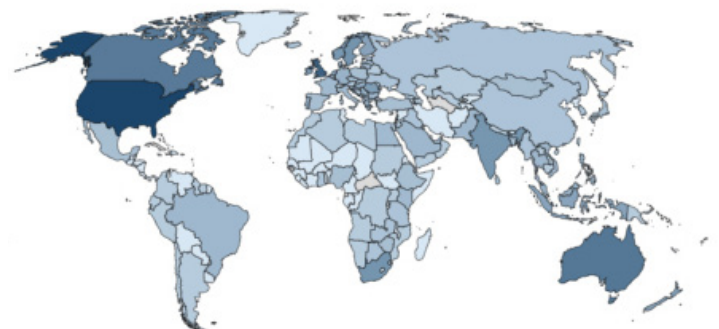
Afghanistan .....	17
Armenia .....	9
Azerbaijan .....	37
Bahrain .....	15
Bangladesh .....	114
Bhutan .....	6
Brunei .....	9
Cambodia .....	37
China .....	73
Georgia .....	45
Hong Kong .....	111
India .....	1086
Indonesia .....	612
Iran .....	2
Iraq .....	79
Israel .....	102
Japan .....	121
Jordan .....	34
Kazakhstan .....	24
Kuwait .....	40
Kyrgyzstan .....	5
Laos .....	41

Lebanon .....	39
Macao .....	4
Malaysia .....	263
Maldives .....	13
Mongolia .....	124
Myanmar (Burma) .....	65
Nepal .....	29
North Korea .....	1
Oman .....	52
Pakistan .....	213
Palestine .....	20
Philippines .....	286
Qatar .....	95
Russia .....	98
Saudi Arabia .....	206
Singapore .....	148
South Korea .....	89
Sri Lanka .....	120
Syria .....	1
Taiwan .....	68
Tajikistan .....	2
Thailand .....	208
Turkey .....	119
United Arab Emirates .....	258
Uzbekistan .....	27
Vietnam .....	206
Yemen .....	25

### Africa (N = 2826):

Algeria .....	45
Angola .....	42
Benin .....	3
Botswana .....	66
Burkina Faso .....	8
Burundi .....	9
Cameroon .....	12
Cape Verde .....	3
Central African Republic .....	1

Chad .....	2
Congo .....	30
Djibouti .....	8
Egypt .....	185
Eritrea .....	4
Ethiopia .....	118
Gabon .....	10
Gambia .....	1
Ghana .....	77
Ivory Coast .....	13
Kenya .....	184
Lesotho .....	15
Liberia .....	8
Libya .....	42
Madagascar .....	12
Malawi .....	5
Mali .....	8
Mauritania .....	11
Mauritius .....	31
Mayotte .....	1
Morocco .....	31
Mozambique .....	48
Namibia .....	49
Niger .....	1
Nigeria .....	136
Republic of the Congo .....	2
Rwanda .....	5
Reunion .....	4
Senegal .....	5
Sierra Leone .....	16
Somalia .....	14
South Africa .....	1125
South Sudan .....	7
Sudan .....	36
Swaziland .....	22
Tanzania .....	101
Togo .....	1



Tunisia .....	13
Uganda .....	40
Zambia .....	75
Zimbabwe .....	127

### North America (N = 13456):

Anquilla .....	3
Antigua and Barbuda .....	2
Aruba .....	3
Bahamas .....	15
Barbados .....	20
Belize .....	12
Bermuda .....	4
Bonaire .....	4
British Virgin Islands .....	1
Canada .....	2715
Cayman Islands .....	2
Costa Rica .....	20
Curacao .....	6
Dominica .....	2

Dominican Republic .....	20
El Salvador .....	7
Greenland .....	10
Grenada .....	1
Guadeloupe .....	2
Guatemala .....	21
Haiti .....	4
Honduras .....	12
Jamaica .....	37
Martinique .....	1
Mexico .....	120
Nicaragua .....	4
Panama .....	14
Puerto Rico .....	29
Saint Kitts and Nevis .....	3
Saint Lucia .....	12
Saint Martin .....	1
Saint Vincent and the Grenadines .....	2
Trinidad and Tobago .....	30

Turks and Caicos Island .....	2
U.S. Virgin Islands .....	1
United States .....	10309

### Oceania (N = 3773):

American Samoa .....	10
Australia .....	2994
Cook Islands .....	3
Fiji .....	18
French Polynesia .....	9
Guam .....	15
Kiribati .....	1
Micronesia .....	1
New Caledonia .....	5
New Zealand .....	672
Norfolk Island .....	1
Northern Mariana Island .....	1
Palau .....	1
Papua New Guinea .....	36

Samoa .....	2
Salomon Islands .....	1
Tokelau .....	1
Wallis and Futuna .....	1

### South America (N = 528):

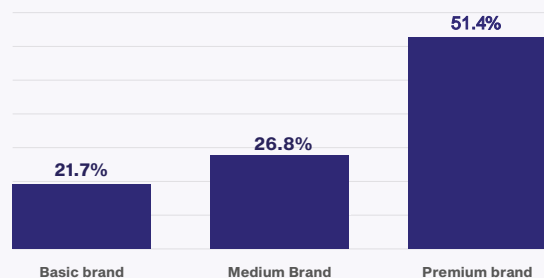
Argentina .....	46
Bolivia .....	8
Brazil .....	226
Chile .....	34
Colombia .....	52
Ecuador .....	23
Falkland Islands .....	1
French Guiana .....	1
Guyana .....	26
Paraguay .....	7
Peru .....	38
Suriname .....	38
Uruguay .....	14
Venezuela .....	16

# 1 How do you consider this brand to be in general?

The worldwide data indicate that regardless of the specialization of the brand people tend to review the brands **rather positively**. On a scale from 1 as the basic level to 5 as the premium level, the mean value 3.6 represents people perceiving the brand quality more than standard.

Simply 5 from 10 survey respondents rated the brand as of **premium quality**. On the contrary, only two from 10 people rate the brand as of a basic quality speaking for a general satisfaction with evaluated brands.

Average brand evaluation



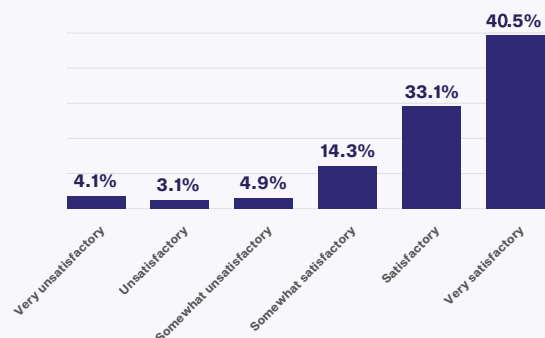
# 2 How would you rate this brand's dealership network in your country?

Brand quality is affected by many factors - the quality of the products, availability and accessibility of additional services, like spare parts supply or dealership network.

These days brands have many options for getting products to customers. An option used by many manufacturers is a dealer or distributor network to do the selling for them. Dealers and distributors provide that personal relationship that builds loyal customers and, ultimately, increases sales.

In this survey, **87.9% of respondents are satisfied** with a dealership network of the evaluated brand in their country.

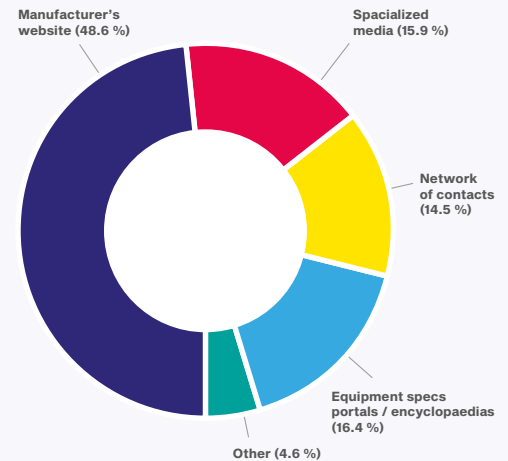
Average satisfaction



# 3

## Where do you mostly look for information about this brand and its products/services?

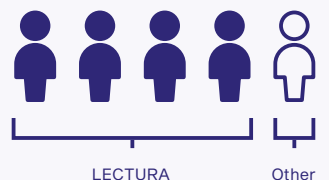
On the one hand, the media serves as a source of information about brands, but not the only one. In this survey, only 15.9% claimed they prefer media; the rest would go for another source. Especially **manufacturers' websites are of high popularity** and the number one choice of almost half of the respondents (48.6%). Equipment specs portals as the second most preferred information source were selected by 16.9%, followed by a network of contacts (14.5%), referring to the reliance on other people's references and experience.



# 4

## Which one? (Specialized media + Equipment specs portals/encyclopaedias)

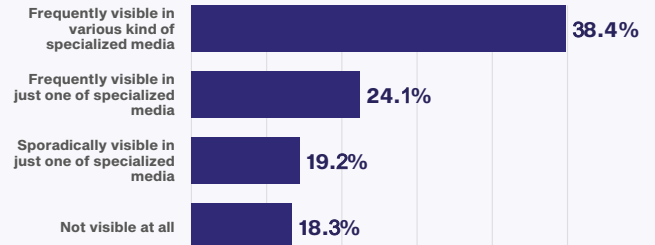
As follows from the text above, about a third of people would look for information in equipment specs portals or in specialized media. **We are pleased the survey results show 4 from 5 people would choose LECTURA.**



# 5

## How do you consider this brand to be visible in the media?

Visibility is the cheat sheet to brand success. The public needs to know the brand exists before they can ever consider buying its products. Successful brands today have to master using both traditional and digital media as well as various kinds.



Despite this, almost 20% of the survey respondents have not noticed the brand they were evaluating in any kind of specialized media – and on the contrary, the integrated marketing (referring to the visibility of the brand in many kinds of

media) appears to be **mastered in circa 40% only**. Does it mean the brands have to invest more in increasing their visibility? Or are the respondents just oblivious to the media presentation of the brands?

# Global results: Construction & Lifting

In this chapter, the most interesting findings of the construction & lifting equipment manufacturers are summarized.

Based on **24,971 reviews of 48 brands** from respondents from 209 countries from all around the world, the data may bring us valuable insights on how people within the industry perceive not only the quality of manufacturers products and related services but also on how are these subject to able interact with their (potential customers) via media and other information channels.

# 1 How do you consider this brand to be in general?

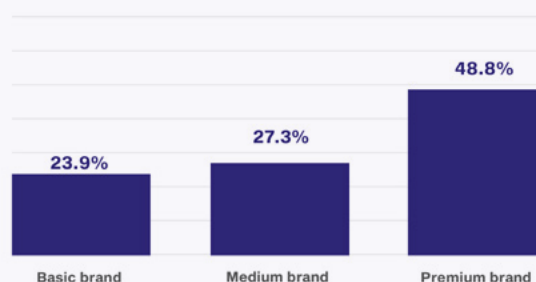
In general, construction and lifting equipment manufacturers are perceived rather positively. Almost **50%** of respondents evaluated the brand they were rating as a brand of **premium quality**. About a third think construction and lifting manufacturers would need to improve to some extent – thus, review the brand to be on a level of a medium quality. Only about **24%** claimed the brand they were evaluating should be rated as a **basic**.

On average, on a scale from 1 to 5 (1: basic brand – 5: premium brand), the **construction and lifting equipment manufacturers receive the rating of 3.52**, which again confirms such brands are better perceived positively, leading to the fact they are able to both, provide the customers with products and services of high quality and at the same time leave a positive impression/feeling from the brand presentation.

Speaking about particular brands, in the construction and lifting sector, there are **top 5 brands that far exceed the average**. Such best performing brands were the following: **Liebherr: M = 3.94; Caterpillar: M = 3.87; John Deere Construction: M = 3.84; Kubota: M = 3.74; Volvo: M = 3.70**. All these brands have in common that more than 50% claimed these brands are of premium quality.

Such high ratings are explained by the replies to the following questions.

## Average brand evaluation



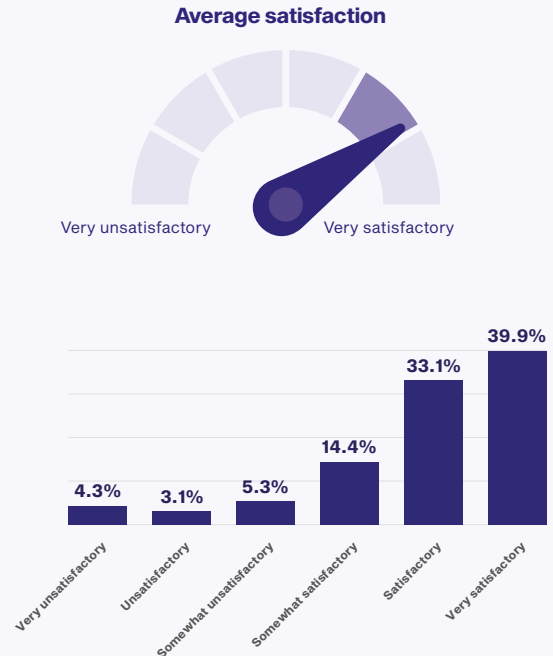
1	Liebherr	3.94 out of 5
2	Caterpillar	3.87 out of 5
3	John Deere Construction	3.84 out of 5
4	Kubota	3.74 out of 5
5	Volvo	3.70 out of 5

# 2

## How would you rate this brand's dealership network in your country?

It is usually up to dealers to engage with the customers. Thus, dealers especially take a considerable part in creating opinions about the brand and affecting the perception of the manufacturer. The way the dealer communicates with the customers is one thing. On the other hand, people are more concerned about factors like the availability and accessibility of dealers' services.

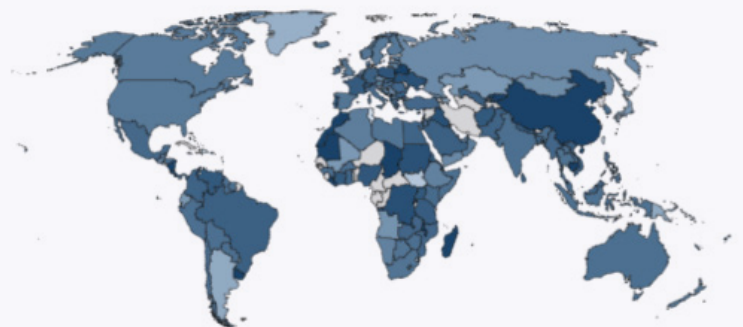
In the construction and lifting industry, **87.4% of respondents are to some extent satisfied** with a dealership network in their country. Actually, **39.9% would even rate the dealership network as very satisfactory**. On a scale from 1 to 6 (1: very unsatisfactory – 6: very satisfactory), **the average is 4.88**. This indicates there are only a few people that have a negative experience with the dealers in their country.



On a level of specific brands, companies with the best dealership networks are Vögele: **M = 5.33**; **Grove: M = 5.27**; **Bell / Dynapac: M = 5.24**; **Zoomlion: M = 5.19**; **Volvo: M = 5.13**. Interestingly only one brand out of the top 5 brands in the previous rank appeared in this ranking - Volvo. It could be explained by the fact that for global brands, it might be difficult to maintain the quality of dealership networks in all countries (compared to brands that rather focus on operating in specific regions).

Regarding specific regions and countries, the most satisfied respondents come from Europe (Belarus, Ukraine, Poland; but also Portugal and France), China and partially also Latin America (Uruguay, Brazil, Venezuela, Costa Rica) and Africa (Madagascar, Mauritania, Chad). On the other hand, in Europe, the improvement would be appreciated in Czechia and Slovenia. Also, in Russia, Kazakhstan, Japan, and Argentina, construction brands need to densify their dealership network.

①	Vögele	5.33 out of 6
②	Grove	5.27 out of 6
③	Bell / Dynapac	5.24 out of 6
④	Zoomlion	5.19 out of 6
⑤	Volvo	5.13 out of 6





# 3

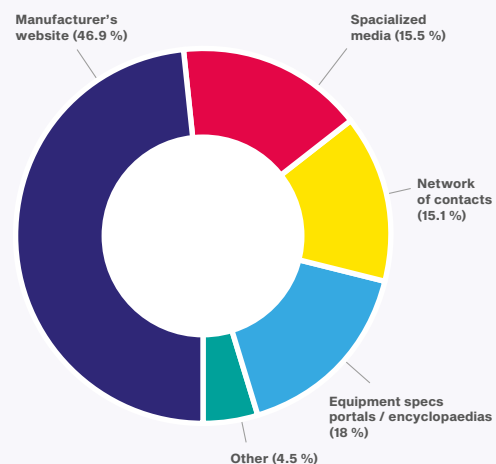
## Where do you mostly look for information about this brand and its products/services?

There is a growing tendency to rely on websites when looking for information, with no exception when it comes to searching for information about construction and lifting equipment manufacturers. **According to 46.9% of respondents, the websites serve as the primary source.** Probably, because of frequent updates that prevent the information on the websites from becoming obsolete.

The second most popular source of data is **equipment specs portals/encyclopaedias, chosen by 18 %** of survey participants. On the contrary to manufacturer's websites, these usually summarize information about various brands, including specs information as well as comparison of similar products of different brands.

About the same percentage of respondents state they search for information about construction and lifting brands in specialized media and via their **network of contacts**, respectively. Such results reveal that although

digital media, magazines, etc., make a considerable impression, they do not usually serve as the primary source when looking for construction & lifting related information.

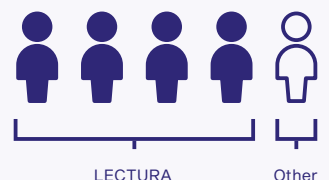


# 4

## Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Since LECTURA aims to provide its audience with both a comprehensive encyclopedia with various models' specs as well as with up to date press releases, reports and magazines, it is a pleasant surprise how many people consider it as their primary source. In the case of construction, **79.3% of people prefer**

**LECTURA** over other such channels. Actually, if we imagine 5 people browsing through the internet looking for a reliable and up-to-date specs portal, **four of the five choose LECTURA.**

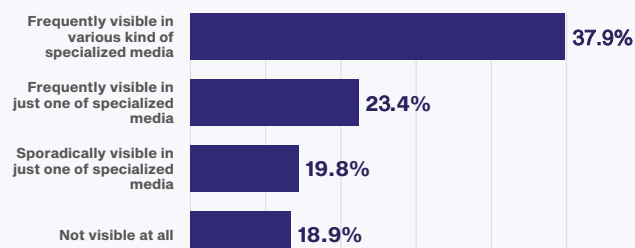


# 5

## How do you consider this brand to be visible in the media?

Almost **38% of respondents** consider construction and lifting equipment manufacturers to be **frequently visible in various kinds of social media**. There is no doubt that construction and lifting, as the leading sector in the heavy machinery industry, consider visibility among media as being of high importance. About 20% of respondents claim it is either frequently visible in just one specialized media or at least sporadically visible in just one specialized media.

Even though **81.1% of surveyees claim they are to some extent aware** of construction and lifting equipment manufacturers' content in media, there is still **18.9% of people who do not think so**. Why is it so? Did not some companies identify any of the potential target groups? Do they prefer a kind of media where some people are not used to searching for information? Since these numbers represent the average for the entire construction and lifting sector, there is evidence some brands would need to improve their (promotion) strategy.



# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

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# BOBCAT

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Bobcat received 1,029 reviews from 76 countries from all around the world.** Most replies were received from the United States (the brand's continent of origin), followed by the United Kingdom in second place and Canada.

# BOBCAT

## 1 How do you consider this brand to be in general?

The fact that Bobcat is one of the most well-known machinery brand in the world is confirmed by the evenly distribution of the results to the question: half of them **50.5% see it as a premium brand**, and the other half is split as follows: 28.3% claim that it is a medium brand, and 21.2% think that Bobcat is a, actually, a basic brand.

These results show that **perception of the American brand among its customers is very clear and quite good, but that there is plenty of space**

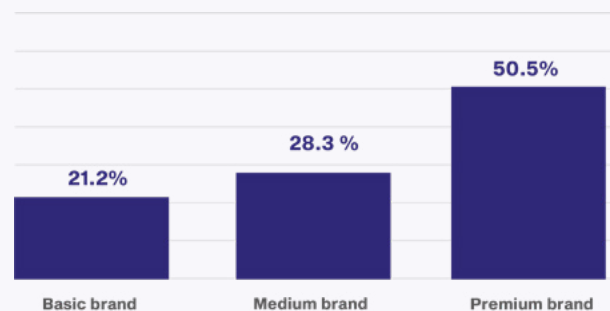
**for improvement** in terms of brand awareness, on a global level.

The **3.59 score** registered on a scale from 1 as the basic level to 5 as the premium level, shows that people are perceiving the brand quality on upper levels. This means that **5 from 10 survey respondents rated Bobcat as being one of premium quality**, and only 2 from 10 people rated it as being one of basic quality.

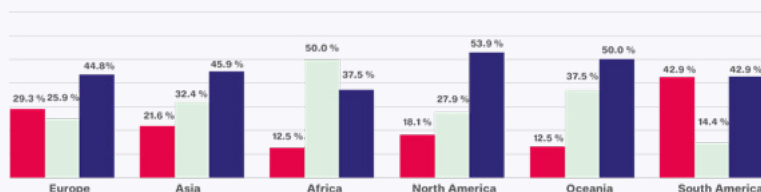
What is even more interesting to notice is the geographical distribution

of the results and the differences in brand evaluation in different parts of the world. According to the graphic below, **the best evaluation for Bobcat was received from respondents in North America (53.9%) and Oceania (50.0%)** who rated the brand as premium, followed closely by those in Asia (45.9) and Europe (44.8). On the other hand, people from South America (42.9%) had a different opinion and evaluated Bobcat as a basic brand.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# BOBCAT

## 2 How would you rate this brand's dealership network in your country?

Although most of the respondents questioned in this survey have a good opinion about the Bobcat brand, when it comes to the brand's dealership network in their country, they do not share the same opinion.

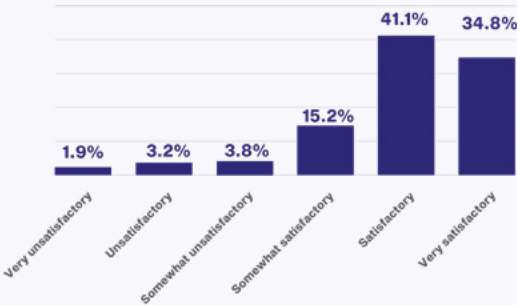
According to the survey results, the biggest percentage of people (41%) indicated Bobcat's dealership network as being satisfactory. Only 34.8% perceived it as very satisfactory and 15.2% somewhat satisfactory, which means that in general, **the overall interaction/experience**

**between Bobcat customers and the brand's dealers in different parts of the world is good, but can definitely become better.**

However, only small percentages of the respondents think of Bobcat dealers as being less than good: 3.8% think that they are somewhat unsatisfactory, 3.2% rated them as unsatisfactory and only 1.9% evaluated their activity as being very unsatisfactory.

Regarding specific regions and countries, **the most satisfied respon-**

**dents come from Europe** (Belgium, Poland and Ireland), Africa (Kenya), **Asia** (Saudi Arabia), **Australia** and the **United States of America**. On the other hand, there are still a couple of countries (for example, Oman and Kazakhstan) showing that there is still room for improvement. Also, there are many countries from which we lack the data.



## BOBCAT

### 3 Where do you mostly look for information about this brand and its products/services?

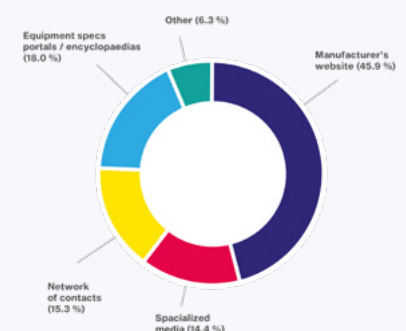
Websites are the first and most important channel of communication between that brand and its audience, and Bobcat is no exception to that rule: 45.9% of the respondents, which is almost half of those who answered to this question, said that the manufacturer's webpage is the first choice when they want to look for info about the brand's products and services. This not only means that they find plenty of the news, articles, announcements, but that these sources of info are also relevant and complete and that respondents are connected to the brand's activity.

The second most popular source of data that Bobcat's audience is using when searching for relevant information

about the brand's machines is Equipment specification portals/encyclopedias (18.0%).

**Surprisingly, the respondents' network of contacts (15.3%) and specialized media (14.4%) are only the third and the fourth options** that they take into consideration when wanting to find out more details about the manufacturer's products and services. This might be because the Covid pandemic canceled the events in the machinery industry and people did not get the chance to connect the way they used to, and also that because of the same reason, Bobcat maybe chose not to invest its marketing budget in promoting itself in specialized media.

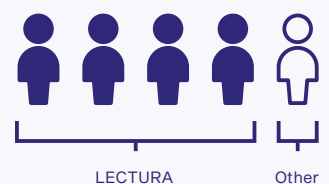
To sum up, **respondents clearly showed the biggest interest in digital possibilities (the brand's website) regarding the acquisition of information for Bobcat's machines**, which means that they find this particular source as being the most trustworthy and with the most relevant info, as it comes from the manufacturer itself.



### 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analyzed in the previous question result, 18.0% of respondents prefer to look up information about Bobcat on equipment specs portals and encyclopedias and 14.4% in specialized media. When asked to specify such portals and media: **79.3% of survey participants picked LECTURA prior to any other source, which means that it was preferred by 4**

**out of 5 users.** We are happy with this finding that supports the fact that our audience has grown by 50% in the last two years and that LECTURA Specs is currently visited by over 1.2 million users per month.



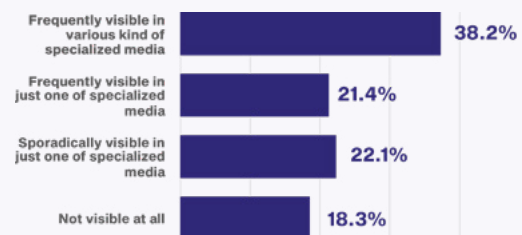
# BOBCAT

## 5 How do you consider this brand to be visible in the media?

Compared to any other brands in other commercial industries, brands in the machinery industry have very little choices when it comes to promoting themselves. Actually, those little choices are reduced to just one: specialized media. The logic behind this is very simple: construction machines are not products that can be bought every day by anyone or used by anyone, everywhere.

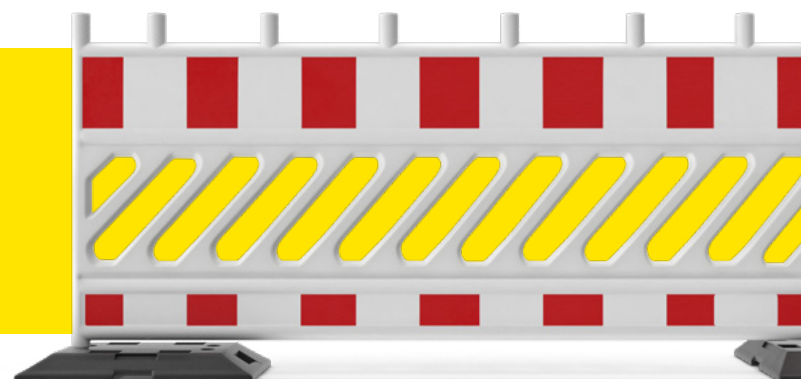
Most of those questioned in the survey (38.2%) claimed that Bobcat is frequently visible in various kinds of specialized media, which shows that **the manufacturer considers visibility among media as being of importance, be it either printed or digital ones**. Moreover, 22.1% of participants stated that Bobcat is sporadically visible in just one of specialized media and 21.4% of them indicated the brand to be frequently visible in one of specialized media – bringing the **total brand awareness in specialized media to 81.7%, which might be interpreted as an overall good result**.

However, we have to keep in mind that 18.3% of the surveyees said that the American manufacturer has no visibility in specialized media at all, which means that they have never come across an advertisement, news or press release related to the brand. This specific result and the little differentiation between all the above mentioned percentages might be a good indicator that, when it comes to visibility on specialized media in order to raise brand awareness and connect better with its audience, Bobcat can do a lot better.



This is where the free part of this detailed brand report ends.

We have the full package waiting for you – just let us know.







# Would you like to discover even more insights on your brand?

## The premium versions include additional questions (6-15) and the corresponding results:

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
12. What was communicated in these commercial ads?
13. Have you ever visited the webpage of the brand?
14. Have you found all the information that you were looking for on the webpage?
15. Please share a few things the brand you are currently evaluating can do better

**Would you like to purchase any of the premium reports? Do you have additional questions?**

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### Premium content

#### Individual brand report

- Get the full single company report, be it your company or 17 others
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- Available reports to choose from: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**



### Premium content

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- All in one - get the full compilation of all the results for 18 construction companies: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**
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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
--------	----

<b>BOMAG</b>	<b>27</b>
--------------	-----------

CASE	34
------	----

CATERPILLAR	41
-------------	----

DOOSAN	48
--------	----

HITACHI	55
---------	----

HYUNDAI	62
---------	----

JCB	69
-----	----

JOHN DEERE CONSTRUCTION	76
-------------------------	----

KOBELCO	83
---------	----

KOMATSU	90
---------	----

KUBOTA	97
--------	----

LIEBHERR	104
----------	-----

MANITOU	111
---------	-----

TAKEUCHI	118
----------	-----

VOLVO	125
-------	-----

WACKER NEUSON	132
---------------	-----

YANMAR	139
--------	-----

# BOMAG

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Bomag received 364 reviews from 79 countries from all around the world.** Most replies were received from the United States, followed by the United Kingdom in second place and Canada/Indonesia/South Africa in divided 3rd place.

# BOMAG

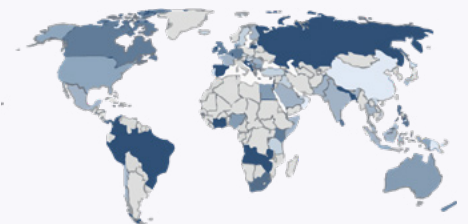
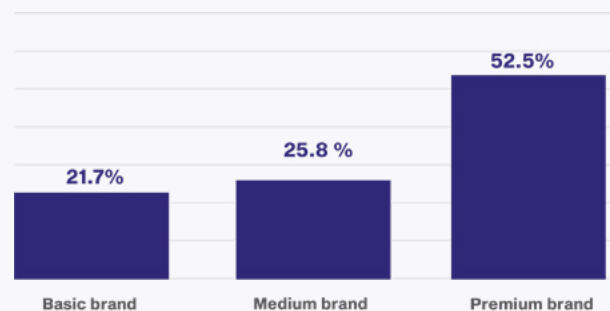
## 1 How do you consider this brand to be in general?

The vast majority of the survey's respondents **(52.5%) claim that Bomag is a brand of premium quality**. Another 25.8% consider it as being medium and 21.7% of respondents think that Bomag is rather a brand of basic quality. On a scale from 1 as the basic level to 5 as the premium level, the **mean value 3.62** represents people perceiving the brand quality on upper levels. Simply **5 from 10 survey respondents rated the brand as of premium quality**, and only 2 from 10 people rated the brand as of a basic quality.

As the above-presented results are gathered from people from all continents, it is interesting to see the differences in the brand evaluation in different regions. On a scale from 1 (basic brand) to 5 (premium brand), **the best evaluation was received, as the graph depicts, from South American (75%) and African (72.1%) countries where people described the German manufacturer as a premium brand**. A similar rating, but with relatively smaller results in terms of percentages, was received from Europe (57.4%) and North America (47.0%)

(47%) who also think that Bomag is a premium brand. At the opposite pole, respondents from Asian (41.4%), European (20.5%) and North American (20%) countries claimed that Bomag is a basic brand.

Average brand evaluation



# BOMAG

## 2 How would you rate this brand's dealership network in your country?

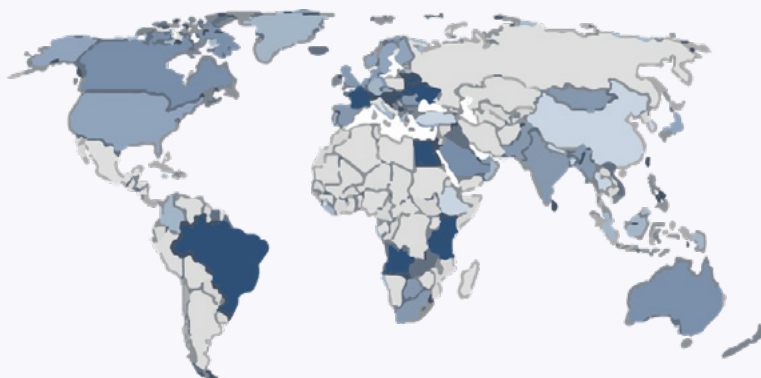
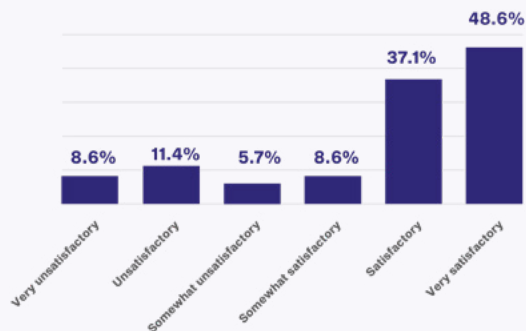
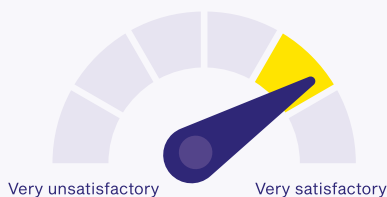
According to the survey results, **Bomag's dealership network is, in general, perceived by the respondents as very satisfactory (48.6%)**, followed by those who rated the brand's dealership possibilities in their country as satisfactory (37.1%). This shows **that most of Bomag's customers are pleased with the professional experience of the brand's dealers in their country of origin** and that they find the products and services reliable and of good quality.

However, **11.4% of them think that there is space for improvement** and rated the German manufacturer's dealers in general as unsatisfactory. Also, another 8.6% think the company's dealership is very unsatisfactory.

Regarding specific regions and countries, the most satisfied respondents come from Europe (Bosnia and Herzegovina, and Ireland), South America (Brazil, Peru and Mexico), Asia (China, Saudi Arabia, Sri Lanka and Pakistan)

and Africa (Egypt, Nigeria and Ivory Coast). On the other hand, there are still a couple of countries (for example, Somalia) showing that there is still room for improvement. Also, there are many countries from which we lack the data.

Dealership network satisfaction



# BOMAG

## 3 Where do you mostly look for information about this brand and its products/services?

According to 37.5% of respondents, the **most frequently used source of information about Bomag is its own website**. This reflects the reliability and guarantee of up-to-date articles and news on the manufacturer's webpage. The second most popular source of data among Bomag's audience are **equipment specification portals/encyclopedias indicated by 25%** as the second source of information for people who search relevant data about the brand's machines.

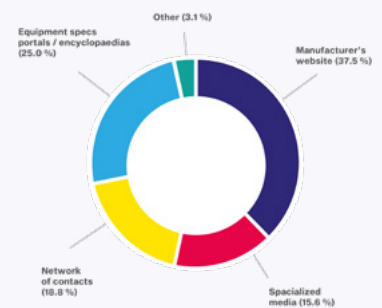
Their own network of contacts (18.8%) and specialized media (15.6%) are only the third and the fourth option indicated by the surveyees, when

they need to find relevant info about the brands products and services.

This shows that, although the importance of specialized magazines and digital media is still quite big among the survey's audience, more respondents choose to rely on their own sources and use the contacts they gathered on Bomag's conferences, events or business meetings.

To sum up, **respondents clearly showed the biggest interest in digital possibilities (website)** regarding the acquisition of information for Bomag machines, which means that they find this particular source as being the

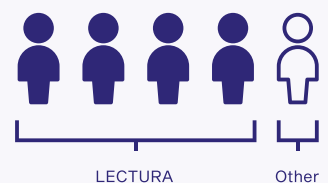
most trustworthy and with the most relevant info as it comes from the manufacturer itself.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analyzed in the previous question result, 15.6% of respondents prefer to look up information about Bomag in specialized media and 25% on equipment specs portals and encyclopedias. When asked to specify such portals and media, all the survey's participants **(100%) picked without a doubt LECTURA prior to any other source, which means that 10 out of**

**10 users prefer our portal.** We are happy with this finding that supports the fact that our audience has grown by 50% in the last two years and that LECTURA Specs is currently visited by over 1.2 million users per month.



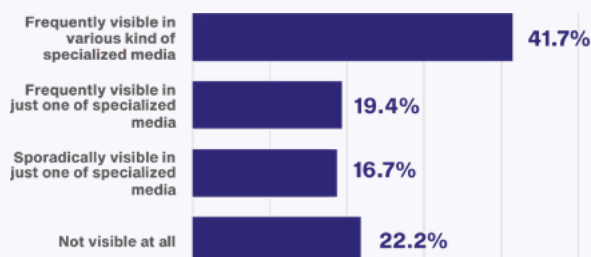
# BOMAG

## 5 How do you consider this brand to be visible in the media?

The majority (**41.7%**) of surveyees claimed that **Bomag is frequently visible in various kinds of specialized media**. There is no doubt that the German brand's representatives consider visibility among media as being of high importance, be it either printed or digital ones. Moreover, 19.4% of participants stated that Bomag is frequently visible in one of specialized media and 16.7% of respondents indicated the brand to be at least sporadically visible in just one of specialized media – bringing the **total brand awareness in specialized media to 77.8%**.

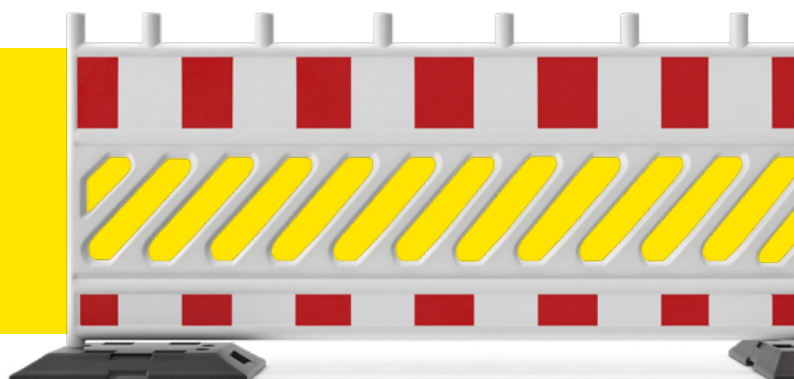
Only **22.2%** of the respondents claimed that the **manufacturer has no visibility** in specialized media at all. This may simply mean that maybe they did not come across such kinds of publications

recently and also that the brand's presence in this very specific type of media can definitely be improved in order to raise awareness among its targeted audience.



This is where the free part of this detailed brand report ends.

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# Would you like to discover even more insights on your brand?

## The premium versions include additional questions (6-15) and the corresponding results:

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
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### Premium content

#### Individual brand report

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
--------	----

BOMAG	27
-------	----

CASE	34
------	----

CATERPILLAR	41
-------------	----

DOOSAN	48
--------	----

HITACHI	55
---------	----

HYUNDAI	62
---------	----

JCB	69
-----	----

JOHN DEERE CONSTRUCTION	76
-------------------------	----

KOBELCO	83
---------	----

KOMATSU	90
---------	----

KUBOTA	97
--------	----

LIEBHERR	104
----------	-----

MANITOU	111
---------	-----

TAKEUCHI	118
----------	-----

VOLVO	125
-------	-----

WACKER NEUSON	132
---------------	-----

YANMAR	139
--------	-----

# CASE

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **Case received 1,173 reviews from 82 countries from all around the world.**

Most replies were received from the United States (which does not come as a surprise, as CASE is an American manufacturer), followed by Canada in second place and the United Kingdom.

# CASE

## 1 How do you consider this brand to be in general?

The answers to this question are very interesting as the difference in percentages between the respondents who **consider CASE a premium brand (38.1%)** and **those who see it as a medium brand (37.0%)** is insignificant (of just 1.1%). At the same time, an important percentage of **24.9% of people who rated the brand consider it as being basic, which might be surprising**, as CASE is known as one of the most famous, largest and oldest machinery brands in the world (it was founded in 1842), with a lot of history and expertise behind it.

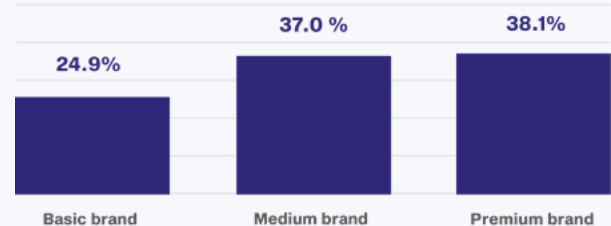
All these small differences between the way people perceive the brand (from the top to the bottom and vice versa) can indicate that, at a general

level, there is no clear perception of the brand, or better said there is a very little differentiation between the 3 levels of rating indicated by the survey; it might be important for these results to be explored by CASE representatives in order to understand the reasoning behind them and to find out what needs to be done to increase brand awareness.

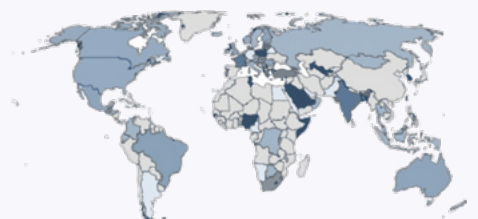
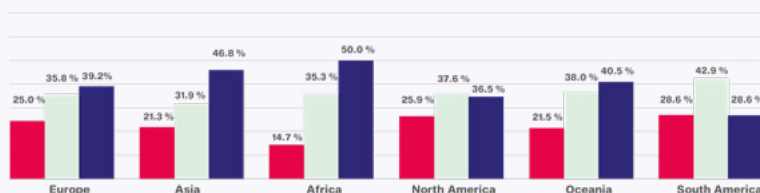
On a scale from 1 as the basic level to 5 as the premium level, the **mean value 3.26** represents people perceiving the brand quality on upper levels. **Five from 10 survey respondents rated the brand as being of premium quality, and only two from 10 people rated it as basic**, speaking for a general satisfaction with the evaluated brand.

Since the above-presented results are gathered from global data, it would be interesting to see the differences in the brand evaluation in different regions. On a scale from 1 (basic brand) to 5 (premium brand), the **best evaluation was received in countries from Africa** – as the graph depicts, for each, 50.0% of people described CASE as a premium brand, followed closely by those from Asia (46.8%) and Europe (39.2%). At the opposite pole, respondents from South America (28.6%) and North America (25.9%) most frequently claimed CASE to be a basic brand.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# CASE

## 2 How would you rate this brand's dealership network in your country?

According to the survey results, CASE's dealership network is, in general, perceived by the respondents as very satisfactory (36.6%), followed by those who rated the brand's dealership possibilities in their country as satisfactory (34.4%).

Only a very small part of those who participated in the survey (1.6%) think that improvements are needed and indicated the American manufacturer's number of dealers and their activity as being, in general, unsatisfactory. However, a bigger percent-

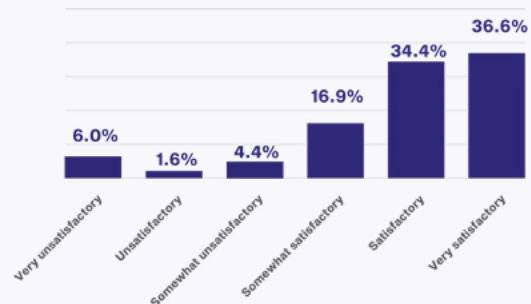
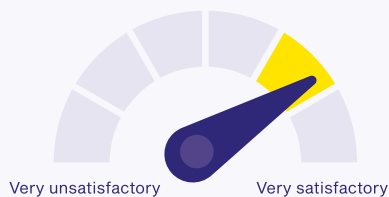
age (6.0%) perceive the company's dealership as very unsatisfactory.

**These results indicate that, in general, people are satisfied with CASE's dealership network in their country** and that the brand is well represented in terms of presence (numbers of offices), portfolio of machines and solutions, and efficiency when it comes to customer interaction.

Regarding specific regions and countries, the most satisfied respondents come from Europe (Belgium, France, Greece, Hungary, Portugal

and Ireland), Asia (Cyprus, Saudi Arabia, Uzbekistan, Jordan), Africa (Somalia), South America (Guatemala and Mexico) and Polinezia. On the other hand, there are still a couple of countries (for example, Jamaica, Mongolia and Sweden) showing that CASE's dealers activities might need some improvement. Also, there are many countries from which we lack the data.

Dealership network satisfaction



# CASE

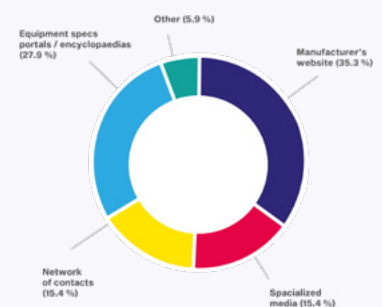
## 3 Where do you mostly look for information about this brand and its products/services?

For the vast **majority of respondents (35.3%) the most frequently used source of information about CASE is its own website.** This reflects the reliability and guarantee of up-to-date articles and news on the manufacturer's webpage. The second most popular source of data that CASE's audience is using when searching for relevant information about the brand's machines is Equipment specification portals/encyclopedias (27.9%).

Specialized media (15.4%) and their own network of contacts (15.4%) are only the third option that respondents take into consideration when trying

to get more details about the American manufacturer's products and services.

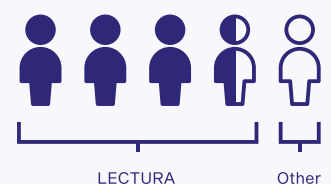
**To sum up, respondents clearly showed the biggest interest in digital possibilities (website) regarding the acquisition of information for CASE's machines,** which means that they find this particular source as being the most reliable and with the most relevant info as it comes from the manufacturer itself.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analyzed in the previous question result, 27.9% of respondents prefer to look up information about CASE on equipment specs portals and encyclopedias and 15.4% in specialized media. When asked to specify such portals and media: **69.4% of survey participants - 4 out of 5 users - picked LECTURA prior to any other source.** We are happy with this

finding that supports the fact that our audience has grown by 50% in the last two years and that LECTURA's Specs is currently visited by over 1.2 million users per month.



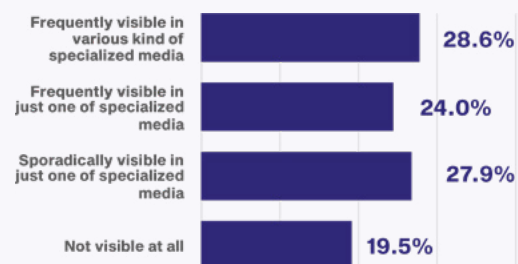
# CASE

## 5 How do you consider this brand to be visible in the media?

The majority (28.6%) of surveyees claimed that CASE is frequently visible in various kinds of specialized media. **There is no doubt that the manufacturer considers visibility among media as being of high importance**, be it either printed or digital ones. Moreover, 27.9% of participants stated that CASE is sporadically visible in just one of specialized media and 24.0% of them announce the brand to be frequently visible in one of specialized media – bringing the total brand awareness in specialized media to 80.5%.

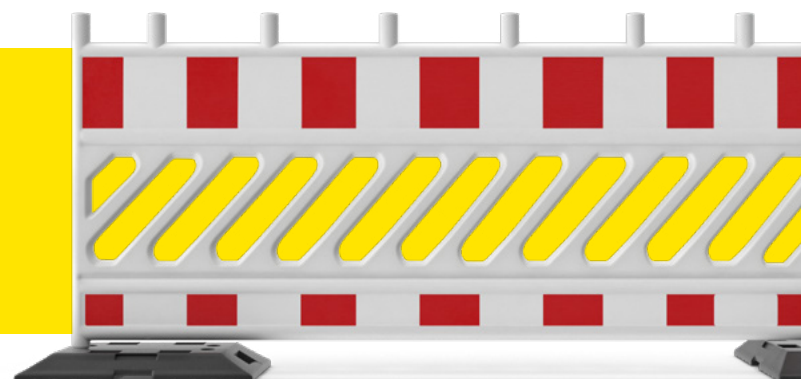
However, an important percentage of the respondents (19.5%) **claimed that the American manufacturer has no visibility in specialized media at all.**

The little differentiation between all the above mentioned percentages might be a good indicator that, when it comes to visibility on specialized media in order to raise brand awareness and connect better with its audience, there is plenty of room for improvement for CASE.



This is where the free part of this detailed brand report ends.

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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
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**Premium content**

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
--------	----

BOMAG	27
-------	----

CASE	34
------	----

CATERPILLAR	41
-------------	----

DOOSAN	48
--------	----

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---------	----

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---------	----

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-----	----

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-------------------------	----

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---------	----

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---------	-----

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----------	-----

VOLVO	125
-------	-----

WACKER NEUSON	132
---------------	-----

YANMAR	139
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# CATERPILLAR

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **Caterpillar received 3,951 reviews from 170 countries from all around the world.**

That makes Caterpillar **the most often reviewed brand of this survey**. Most replies were received from the United States (probably due to the US origins and long-time tradition), followed by Canada in second place and Austria.

# CATERPILLAR

## 1 How do you consider this brand to be in general?

In this survey, a vast majority of respondents **(62.7%) claim Caterpillar to be the brand of premium quality.**

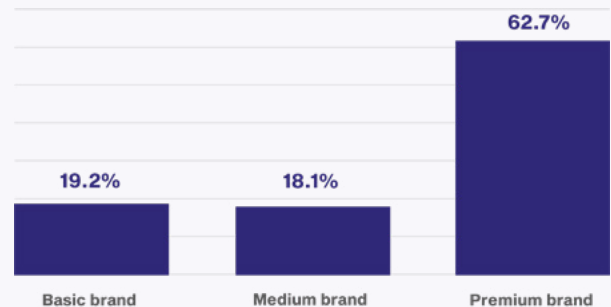
About 18% would consider it better of a medium, and 20% of respondents think Caterpillar is rather a brand of basic quality. On a scale from 1 as the basic level to 5 as the premium level, the mean value 3.87 represents people perceiving the brand quality on upper levels. Simply **6 from 10 survey respondents rated the brand as of premium quality**, and only **2 from**

**10 people rated the brand as of a basic quality** speaking for a general satisfaction with evaluated brands.

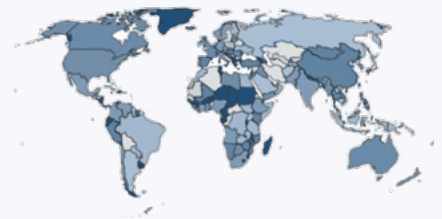
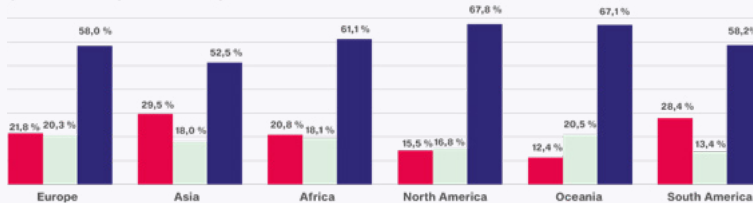
Since the above-discussed results are from the global data, it would be interesting to see the differences in the brand evaluation in different regions. On a scale from 1 (basic brand) to 3 (premium brand), **the best evaluation was received in North American and Oceanic countries** – as the graph depicts, for each, almost 70%

of people described Caterpillar as the premium brand. On the contrary, respondents from **Asian and South American countries most frequently claimed Caterpillar to be a basic brand.** Such results do not appear to be surprising due to the US origin of Caterpillar.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# CATERPILLAR

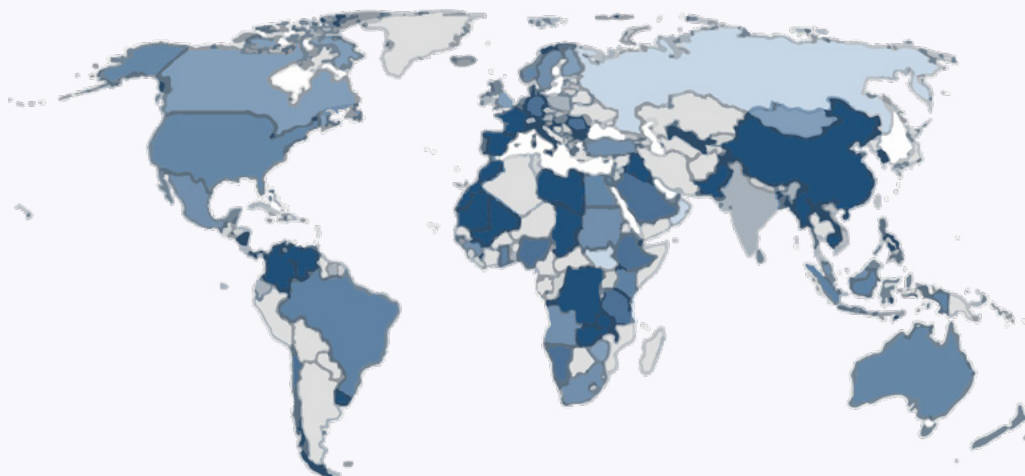
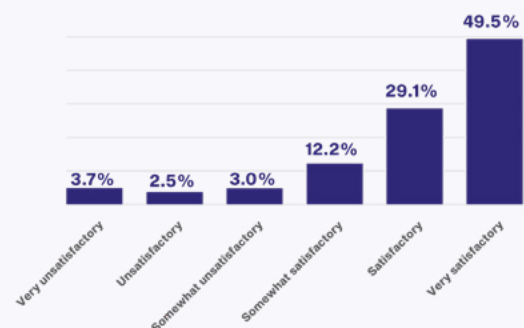
## 2 How would you rate this brand's dealership network in your country?

According to the survey results, Caterpillar's dealership network is in **general being perceived as a positive and satisfactory brand**, because **over 90% respondents** rated the brand's dealership possibilities in their own country somewhat satisfactory or better. Moreover, almost 50% of the survey participants ranked CAT as a brand with a very satisfactory dealership network.

Only 9.2% of respondents think that there is a huge space for improvement and indicated the American manufacturer's number of dealers in general as unsatisfactory. Out of those, just **3.7% marked CAT as a very unsatisfactory** company regarding its dealership network.

(France, Italy, Spain, Germany), North America, China and partially also South America (Venezuela, Colombia) and Africa (Libya, Chad or Morocco). On the other hand, the two last mentioned continents together with Eastern Europe also show that there is still room for improvement.

Regarding specific regions and countries, **the most satisfied respondents** come from West Europe



# CATERPILLAR

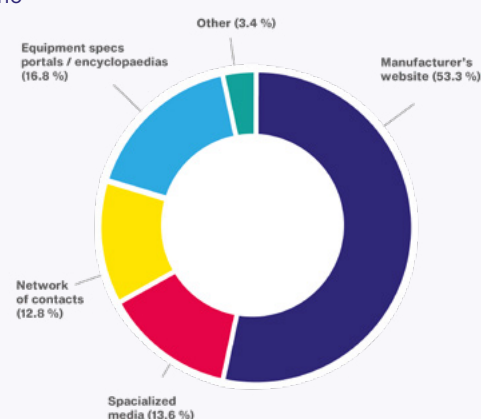
## 3 Where do you mostly look for information about this brand and its products/services?

According to 53.3% of respondents, **the most frequently used source of information about Caterpillar is its website**. This reflects the reliability and guarantee of up-to-date articles and news on the manufacturer's website. The second most popular source of data among Caterpillar's audience are **equipment specs portals/encyclopaedias, chosen by 16.8%** survey participants. Equipment specifications seem to be an important piece of machinery data and such specialized websites are often encountered by Caterpillar's visitors.

About the same percentage of respondents, 13.6% and 12.8%, stated that they search information about

CAT in specialized media and via their network of contacts, respectively. It indicates that the importance of specialized magazines and digital media is still quite big, however, respondents would rather visit the

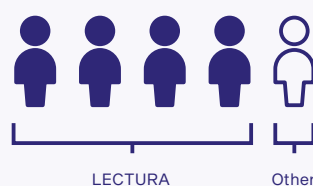
manufacturer's website. To sum up, respondents clearly showed an **interest in digital possibilities** regarding the acquisition of data for Caterpillar machines, which may be affected due to the pandemic situation as the option of personal contact remains limited.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analysed in the previous question result, 13.6% of respondents prefer to look up information about Caterpillar brand in specialized media and 16.8% on equipment specs portals and encyclopaedias. We asked them to specify such portals and media: **81.5% of survey participants stated to pick LECTURA prior to any**

**other source**, which means that **4 out of 5 users prefer LECTURA**. We are happy with this finding that supports the fact that our audience of LECTURA Specs portal has grown by 50% in the last two years and the database is currently visited by over 1 million users per month.



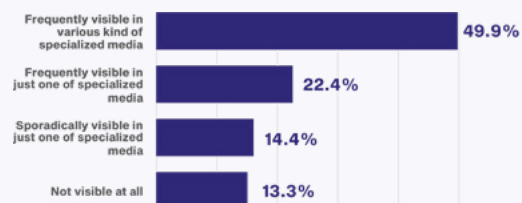
# CATERPILLAR

## 5 How do you consider this brand to be visible in the media?

Almost 50% of surveyees claimed that Caterpillar is frequently visible in various kinds of specialized media. There is no doubt that CAT focuses on visibility among media, be it either printed or digital ones. Moreover, 22.4% of participants stated that CAT is frequently visible in one of specialized media and 14.4.% respondents announce CAT to be at least sporadically visible in just one of specialized media – **bringing the total brand awareness in specialized media to 86.7%.**

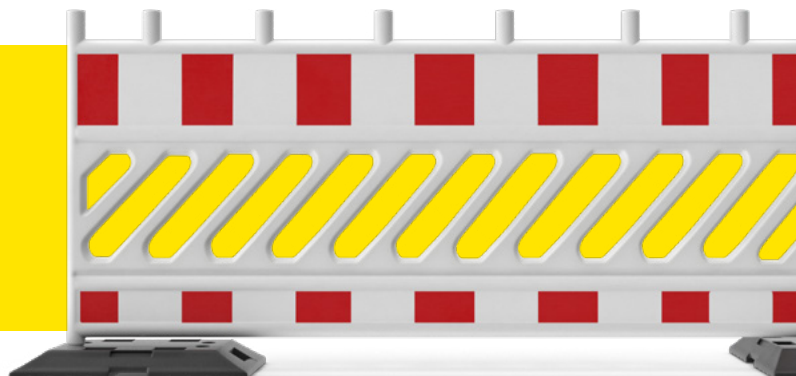
On the other hand, **13.3% of respondents claimed that CAT has no visibility in specialized media at all** and this number is not negligible. Many companies were forced to cut the budgets dedicated

to promotional purposes due to the pandemics, which may or may not be the case of Caterpillar as well. Nevertheless, one would not expect such behaviour from one of the biggest heavy equipment manufacturers in the world and the reasons will remain pure speculation.



**This is where the free part of this detailed brand report ends.**

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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
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**Visit the shop**



**Premium content**

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- Includes results for questions 1-15
- Over 30 pages of content
- Available reports to choose from: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**



**Premium content**

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- Features unique comparisons of each brand vs the construction industry and the brand vs its closest competitors, based on the survey results
- More than 330 pages of content

# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
--------	----

BOMAG	27
-------	----

CASE	34
------	----

CATERPILLAR	41
-------------	----

DOOSAN	48
--------	----

HITACHI	55
---------	----

HYUNDAI	62
---------	----

JCB	69
-----	----

JOHN DEERE CONSTRUCTION	76
-------------------------	----

KOBELCO	83
---------	----

KOMATSU	90
---------	----

KUBOTA	97
--------	----

LIEBHERR	104
----------	-----

MANITOU	111
---------	-----

TAKEUCHI	118
----------	-----

VOLVO	125
-------	-----

WACKER NEUSON	132
---------------	-----

YANMAR	139
--------	-----

# DOOSAN

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Doosan received 905 reviews from 108 countries from all around the world.** Most replies were received from the **United States**, followed by the **United Kingdom** in second place and **Canada**.



# DOOSAN

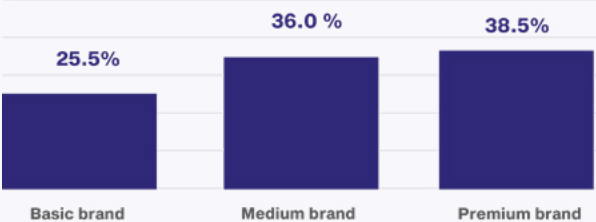
## 1 How do you consider this brand to be in general?

In this survey, Doosan **ranked 64 with an average of 3.26** on a scale from 1:basic brand to 5: premium brand. Of the construction companies, it ranked 26. Although this score ranks Doosan better among medium brands, the results are worthy of being considered rather satisfactory. As the analyses on levels of particular levels of the scale show, after all, most of the respondents **(38.5%) consider Doosan to be a premium brand**. On the other hand, a similar number of people **(36%) would better claim it to be a medium brand** followed by **25.5% that based on their experience with Doosan products and services admit the brand is better on a basic level**.

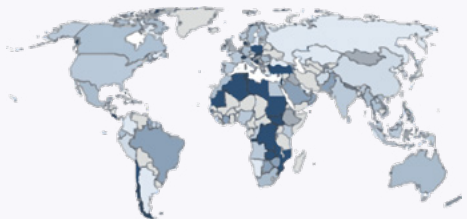
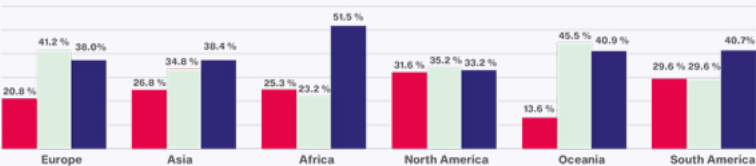
Since the country of origin (which is in the case of Doosan South Korea), in some cases, considerably affects the popularity and perceived quality of the brand in a given region, the analyses on continent/country level were performed. The most similar distribution to the global was found in Asia - 38.4% of respondents thinking Doosan to be a premium brand, 34.8% would better go for a medium brand, and 26.8% consider it to be a basic brand. The higher rates for a premium brand were found only in Africa (51.5%) and South America (40.7%). On the contrary, most from the remaining regions claimed Doosan to be a medium brand - yet it is worthy of mention in most of the regions (except Africa and South

America), there was only a small difference in the rates compared to those for a premium brand. The rate of those that think Doosan is a basic brand varies from 13.6% (Oceania) to 31.6% (North America).

The analyses on the country level explain such high rates for Africa. From the south-east to the north, there are several countries where Doosan received really high ratings - for example, Mozambique, Zambia, the Democratic Republic of Congo, Libya or Algeria. High scores were also obtained in Turkey, Poland, Switzerland, Denmark and Chile. The scores from the aforementioned South Korea appear to be quite low compared to these countries.



● Premium brand ● Medium brand ● Basic brand



## DOOSAN

## 2 How would you rate this brand's dealership network in your country?

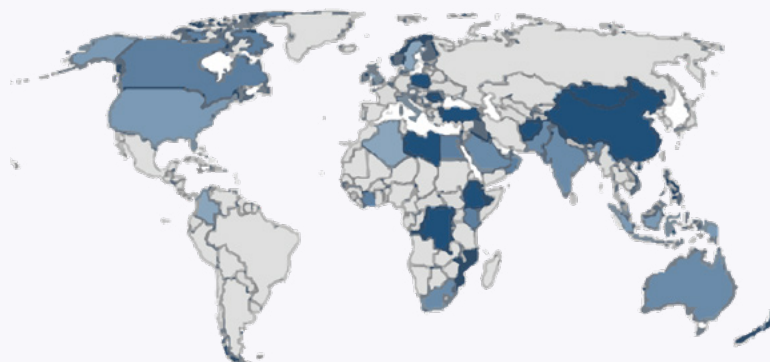
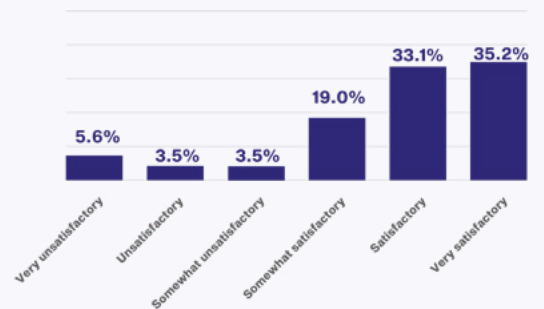
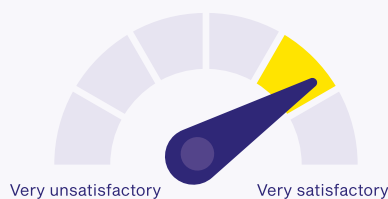
Plenty of factors affects the overall image of a brand. For example, media presentation, quality of products or accessibility of spare parts and maintenance services. Besides them is also the dealership network. On a scale from 1: very unsatisfactory to 6: very satisfactory, **the mean value obtained by Doosan was 4.76**, which means **the majority of this survey respondents are satisfied with the Doosan dealership network in their country**. Cut to the scale points, in total, **87.3% consider Doosan dealers at worst somewhat satisfactory** **35.2% even claimed it to be very satisfactory**. Such numbers show only 12.7% have difficulties finding the

right Doosan dealers in their country. However, at least in 5.6% of cases, Doosan should pay attention to what leads people to feel that the dealers' services are very unsatisfactory.

On the level of individual countries, one could see where the results speaking for a generally good quality of dealers services come from. Especially, **a very high rating was received in China and Mongolia (Asia)**, **Mozambique, Ethiopia and Libya (Africa)** and in **Poland and Romania in Europe** (where also the rating obtained from the Scandinavians appear to indicate high satisfaction).

Although **in some countries, the high scores for general brand evaluation correspond to the high scores for dealership networks** (Turkey, Libya, Poland), the correlation could not be applied universally. For example, though the Chinese think Doosan is a better basic-to-medium brand, they can't complain about its dealers. The same for Denmark and Switzerland. Such results serve as an indicator that in these countries other factors than dealership networks should be taken into account when thinking about the improvement of the general brand image.

Dealership network satisfaction



# DOOSAN

## 3 Where do you mostly look for information about this brand and its products/services?

The more information about its services and products the brand shares, the better since the customer needs to be kept informed and understand such information to see the brand itself cares about keeping them updated, reacts to their demands and focuses on innovations. Usually, the more information people know, the more precise opinions they are able to create about the brand and make informed decisions. That quite often leads also to more positive opinions.

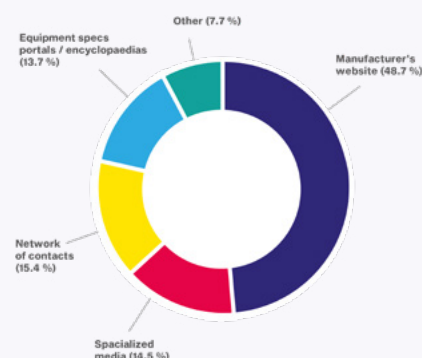
In the case of Doosan, **almost half of respondents mostly search for information about Doosan on the official website.** That means the website is clearly organized and understandable for them, providing up-to-date information.

On the other hand, even though the official website is the most popular channel, not the only one. **About 15% are very concerned about word of mouth**, and when searching for Doosan related information, they rely on the network of contacts. These people most appreciate knowing about the experience of others as the most decisive indicator of a brand or its product quality.

**Together, specialized media and equipment specs portals/encyclopedias were claimed by 28.2% of respondents to be the sources where they mostly look for information.**

Besides the above-mentioned channels, 7.7% of surveyees claimed they look for information otherwise. Yet

these four are the channels where people look for information most frequently, there is also a possibility to obtain Doosan related information via **advertisements, social networks, discussion forums** as well as visit trade shows and other events to get to know more.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Over 28% of respondents prefer equipment specs portals as the primary source of information about Doosan. Moreover, if **15 people were looking for the encyclopedia, 13 would choose LECTURA Specs** over the other possibilities. Since such encyclopedias usually contain thousands of model details and technical data (in the case of LECTURA,

it is more than 160k), the most advantageous thing is to easily find the specs directly and even compare a variety of models - from an independent source.



# DOOSAN

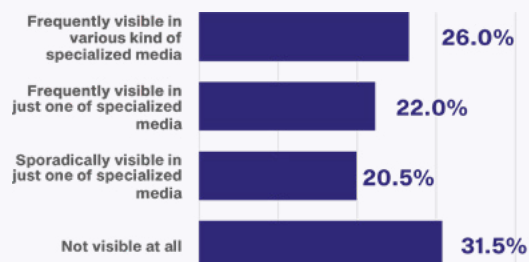
## 5 How do you consider this brand to be visible in the media?

**Media usually represent one of the main communicating channels between brands and their customers** or target groups. These could be a variety: videos on the internet or even on the television, billboards and other types of advertisement, magazines and newspapers - both print and online. Once the brand aims to get into the consciousness of the recipients, it is even great to present the content through multiple channels. However, 31.5% of respondents think that Doosan is not visible in the media at all.

Then, **there is about 40% that either sporadically or frequently saw the content in just one of specialized media**. The frequency of the content presentation also matters. And although the sensitivity towards the frequency of the content presentation is a curve, to some point, the more frequently the content is presented, the more memorable the brand is.

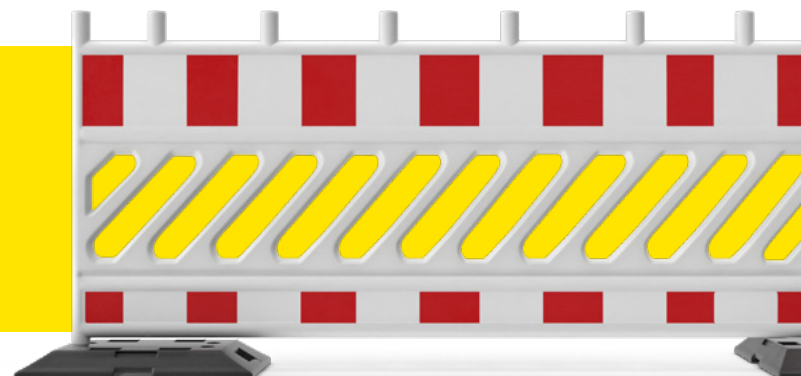
Of the total number of respondents, finally, **26% admit they consider Doosan to be frequently visible in various kinds of specialized media**.

Once the distribution of replies is as in this survey, it would be good to think about all the target groups and their characteristics to make sure the content is accessible to all of them through the medium they are used to using. On the other hand, if the people that claimed they do not consider Doosan visible do not belong to any of the current target groups, one may think about finding a completely new audience interested in Wacker Neuson related information.



**This is where the free part of this detailed brand report ends.**

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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
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**Visit the shop**



**Premium content**

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48

HITACHI	55
HYUNDAI	62
JCB	69
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KOBELCO	83
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MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

# HITACHI

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Hitachi received 817 reviews from 95 countries from all around the world.** Most replies were received from the United Kingdom, followed by the United States in second place and Australia.

# HITACHI

## 1 How do you consider this brand to be in general?

Over a half of the survey participants, **51.2%, consider Hitachi to be a premium** (top tier) brand. Medium brand rating was the choice for 25.2% of people. Nevertheless, **23.6% of the survey respondents stated that the Japanese manufacturer is rather a basic brand.** On a 5-point scale, **the average rating equals 3.55 points.**

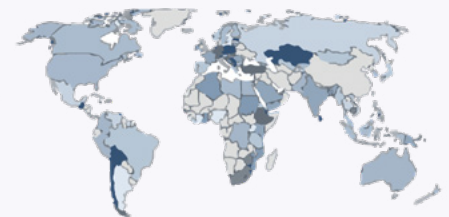
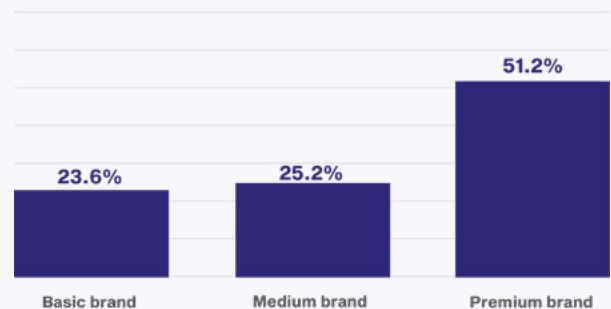
The regional results of the brand rating reveal very interesting findings. The highest percentage of respondents who marked Hitachi as

the premium brand come from **South America: over 72.7%** of people. Asia, the region of the company's origin, shows that over 43% of surveyees described Hitachi as the premium brand. On the other hand, almost 39% of respondents claimed that the manufacturer is a basic brand, **outlining high expectations and demands from the Asian customers.**

The **demographic diversity of the most satisfied visitors** confirms the popularity of the brand throughout

the world as the users come from Germany, Poland, Czechia, Serbia, Kazakhstan, Chile or e.g. Guatemala.

Average brand evaluation





# HITACHI

## 2 How would you rate this brand's dealership network in your country?

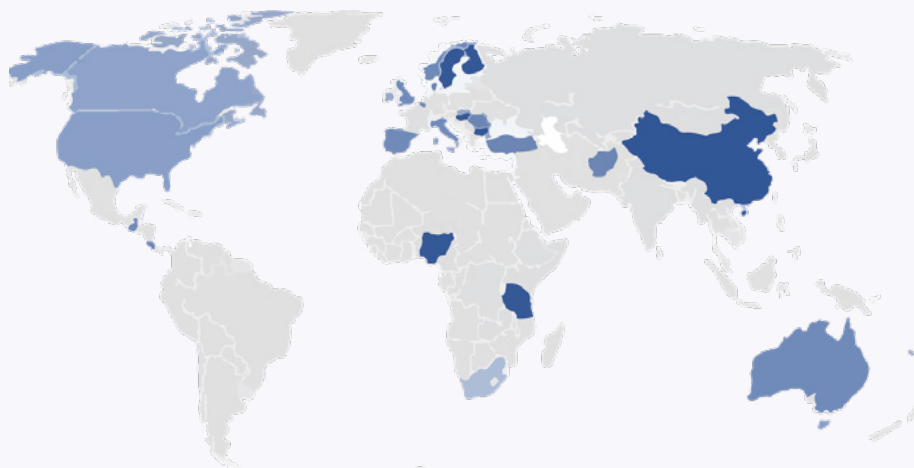
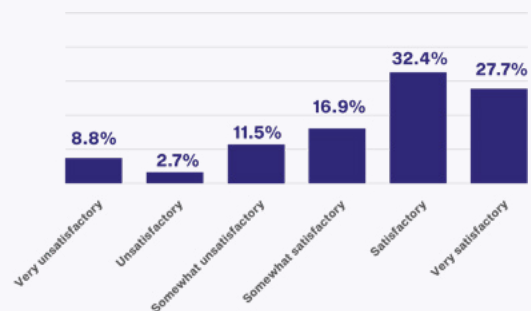
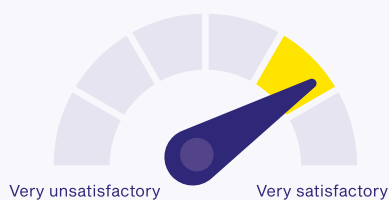
According to the results, people perceive Hitachi as a brand with a quite strong dealership network as almost **77% of respondents** rated the manufacturer's dealership network **somewhat satisfactory or better**. Moreover, almost **28% of survey participants gave the highest possible ranking** - very satisfactory. Another 32.4% of people see the brand having

a satisfactory network of dealers in their country. On the other hand, 8.8% of customers would appreciate a massive expansion of the dealer network as they selected a very unsatisfactory rating.

Regarding specific countries and regions, the most satisfied customers come from Scandinavian countries

(Finland, Sweden), China, Australia, Hungary, Bulgaria, Tanzania or Nigeria.

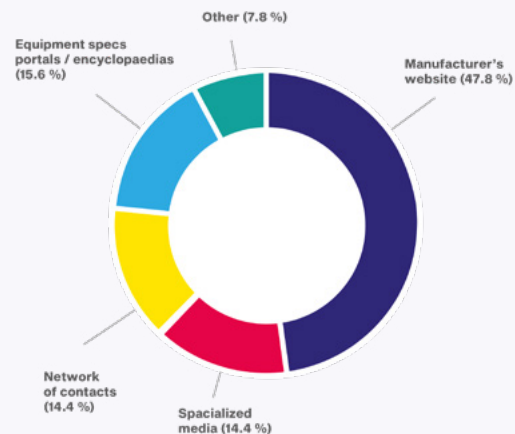
Dealership network satisfaction



# HITACHI

## 3 Where do you mostly look for information about this brand and its products/services?

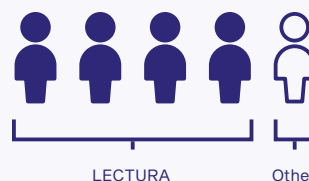
Almost a half of the survey respondents **(47.8%) tend to look up information about the Japanese company directly on the manufacturer's website**. This finding outlines that the visitors of Hitachi machines appreciate the value of the original content from the OEM. Equal number of surveyees (14.4%) either regularly check specialized media or use their network of contacts. Up to 15.6% of survey respondents favor equipment specs portals and encyclopedias. All in all, **the most important source of information about Hitachi remains the manufacturer's website**, although people also use alternative sources of information about Hitachi such as specs portals, specialized media or networks of contacts.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Following on from the previous question, the survey questionnaire required to specify what kind of specialized media or equipment specs portals do the users prefer. We are proud to confirm that **70.8% of them chose LECTURA**. Our vast database with machinery specifications attracts over 1.2 million professionals from the industry every month.

In other words, roughly **7 out of 10 people prefer LECTURA prior to any other specs portal/specialized media**.

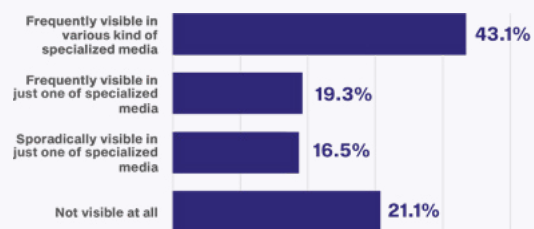


# HITACHI

## 5 How do you consider this brand to be visible in the media?

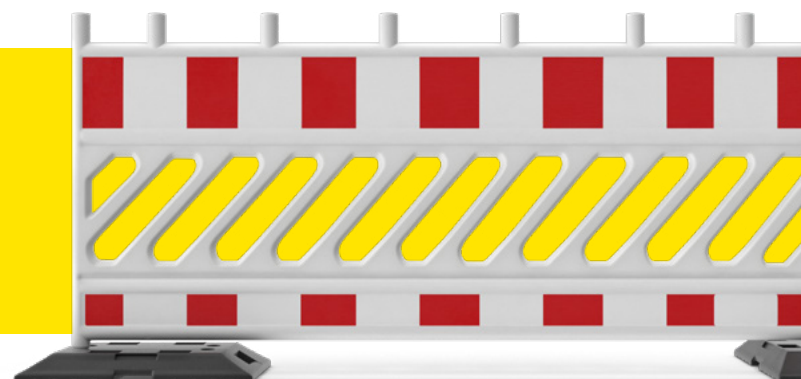
The evaluation of results reveals that Hitachi is overall quite visible in the media. Over **43% of surveyees claimed that Hitachi is frequently visible in various kinds of specialized media**. Secondly, 19.3% of participants stated that the Japanese manufacturer is frequently visible in just one specialized media, acknowledging that the advertisements are rather easy to spot. The above mentioned facts confirm that **Hitachi invests a lot of resources to attract readers** of various specialized media from the industry. Moreover, 16.5% of surveyees marked Hitachi as sporadically visible in just one specialized media that may be affected by regional differences and possibilities. It is quite surprising that **over 21% of people marked Hitachi as a non-visible company** in specialized media, which is potentially a high number:

1 out of 5 readers has not seen any advertisements from the Japanese OEM in the previous months, confirming that Hitachi could be spending more resources or invest into different regions and markets in order to bring more visibility for the brand.



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- Available reports to choose from: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**



### Premium content

#### Complete brand report

- All in one - get the full compilation of all the results for 18 construction companies: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**
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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55

<b>HYUNDAI</b>	<b>62</b>
----------------	-----------

JCB	69
JOHN DEERE CONSTRUCTION	76
KOBELCO	83
KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

# HYUNDAI

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Hyundai received 893 reviews from 105 countries from all around the world.** Most replies were received from the United States, followed by Australia in second place and the United Kingdom.

# HYUNDAI

## 1 How do you consider this brand to be in general?

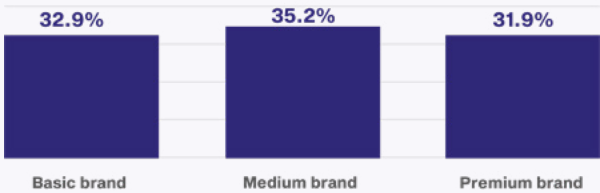
The result of the first question is pretty leveled. Close to **32% of survey participants** marked the South Korean manufacturer a **premium brand**. A little bit over 35% of the respondents thought that Hyundai is rather a medium brand and almost 33% of people stated it is a basic brand. On a 5-point scale, the **average rating equals 2.98 points out of 5**.

A deep dive into different regions of the world showcases interesting details. The highest number of respondents who claimed Hyundai to be a premium brand comes from

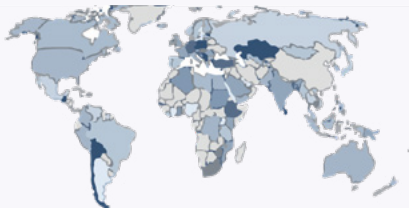
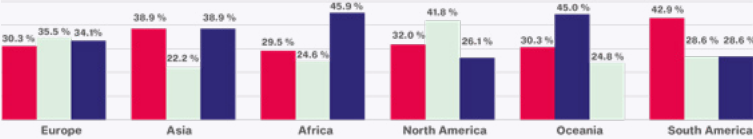
**Africa (45.9%)**, followed by Asia (38.9%) and Europe (34.1%). On the other hand, the **“worst” reviews were given from surveyees based in South America:** just 28.6% claimed that Hyundai is a premium brand, the same percentage of 28.6% selected medium brand rating and the **majority of 42.9% rated it as a basic brand**. Also North American respondents rated Hyundai rather low: 26.1% rated the South Korean company as a premium brand, 41.8% as a medium brand and exactly 32% marked Hyundai as a basic brand.

On a country-specific level, **the most satisfied customers that marked Hyundai a premium brand come from different countries across the world** including Chile, Poland, Czech Republic, Sri Lanka or Kazakhstan. This outlines the global popularity of the brand probably supported by its wide network of dealers and media visibility which are the factors explored in the following chapters.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# HYUNDAI

## 2 How would you rate this brand's dealership network in your country?

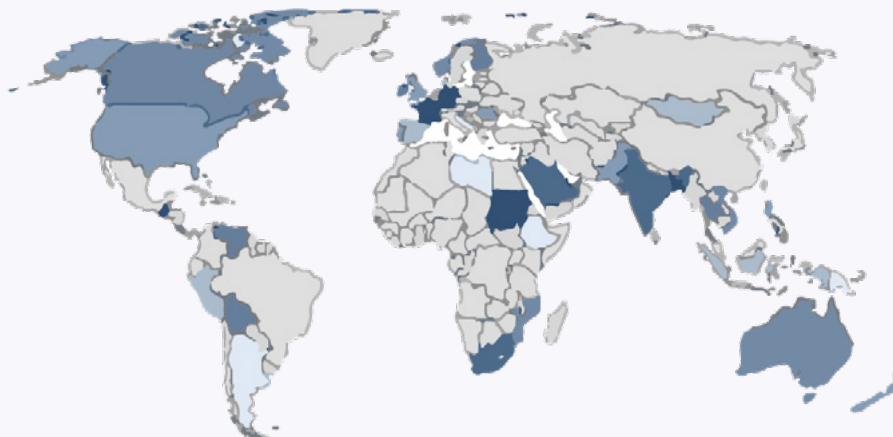
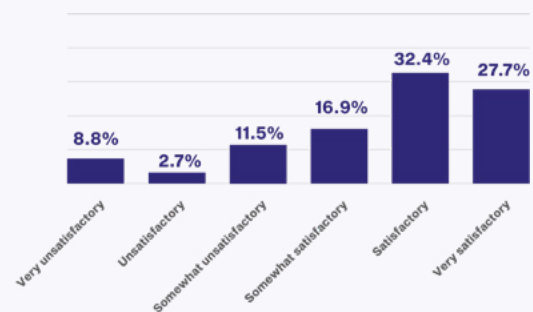
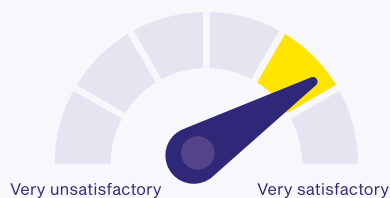
The highest possible ranking of **very satisfactory** was picked by **27.7%** of survey respondents. The **overall satisfaction reached 77%** as this is the total percentage of respondents who chose a somewhat satisfactory rating or better. The remaining 23% of people thought that Hyundai's dealership network in their country is somewhat unsatisfactory or worse. Only **8.8% of surveyees gave Hyundai's dealership the worst possible rating of very unsatisfactory** which outlines there is still some space for improve-

ment, even though the vast majority of people is satisfied with the dealership network.

The evaluation of data collected for specific countries and regions showed that the **most satisfied customers come from European countries** such as Germany and France. Moreover, very satisfied surveyees come from other parts of the world including the USA, Canada, Brazil, Australia, New Zealand, Guatemala, Sudan or South Asia. As stated

above, the majority of survey participants rated Hyundai's dealership network in their countries quite well, however, few exceptions could be found - for example among **Swedish customers** who think that the South Korean company should offer a more extensive network in their countries.

Dealership network satisfaction



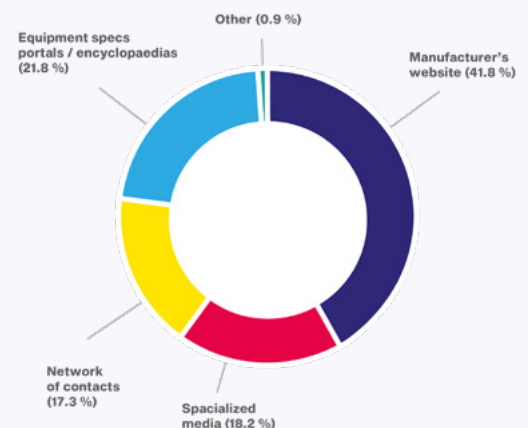


# HYUNDAI

## 3 Where do you mostly look for information about this brand and its products/services?

The **manufacturer's webpage received the majority of votes - 41.8%** overall. Such finding indicates that Hyundai's website contains up-to-date and key information about the brand and its products, being rightfully selected as the primary source of data. The second most popular source of information about Hyundai is clearly **equipment specs portals/encyclopaedias that received 21.8%** of votes. Such a result underlines the importance of such portals and specs-focused sites in the heavy equipment industry. Even specialized media represent a valuable source of information about Hyundai, favored by 18.2% of survey participants. **The network of contacts is perceived to be the least popular source**, but it still got selected by 17.3% of respondents.

The first option (the company's website) is therefore the most popular source of information by far, however, the rest of the possibilities received a very similar number of votes.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

A follow-up on the previous question reveals that **LECTURA** is the favourite kind of specialized media/encyclopedia, appreciated by **84.6% of people**. In other words, **more than 8 users out of 10 prefer LECTURA** to any other kind of specialized media when searching for information about Hyundai. Every month, LECTURA is visited by over 1.2 million users from all over the world, who look

for valuable data about various kinds of heavy machinery prior to their decision making.

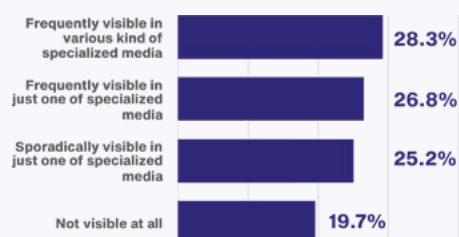


# HYUNDAI

## 5 How do you consider this brand to be visible in the media?

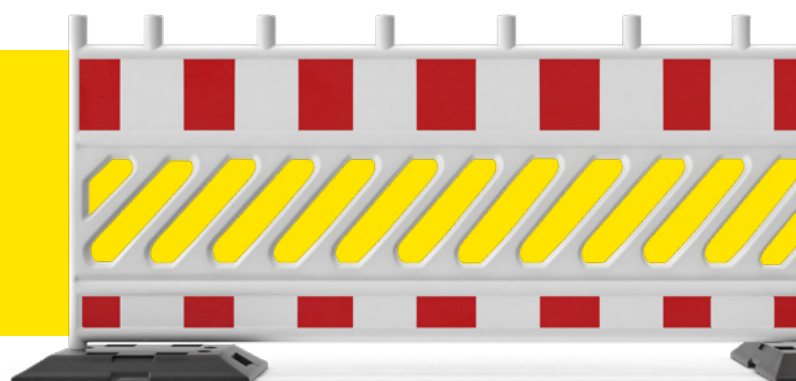
On the one hand, **28.3%** of survey respondents claimed that Hyundai is frequently visible in various kinds of specialized media - that would reflect a **successful effort of the company to reach visibility through magazines** and other types of media. On the other hand, 19.7% of survey participants stated that the South Korean company is **not visible in the media at all**. This is quite a **surprising and contradictory result**. The reason for that is a pure speculation, but the most probable causes ought to be regional diversities or the fact that companies were forced to cut their advertising budgets in the previous two years due to the COVID pandemics. Exactly 26.8% of surveyees selected the option of Hyundai being frequently visible in just one specialized media and 25.2% rather see the company as sporadically visible in just one specialized media. Very even results,

however, a **frequent visibility was in total picked by more than 55.1% of respondents**, thus representing the major opinion.



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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

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10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

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BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
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-----	----

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MANITOU	111
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YANMAR	139

# JCB

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **JCB received 2,255 reviews from 117 countries from all around the world.**

That makes JCB **the second most often reviewed brand in this survey.** Most replies were received from the United Kingdom (the country origin of the brand), followed by the United States in second place and India (the continent with a really big British culture and economic influence).

## JCB

# 1 How do you consider this brand to be in general?

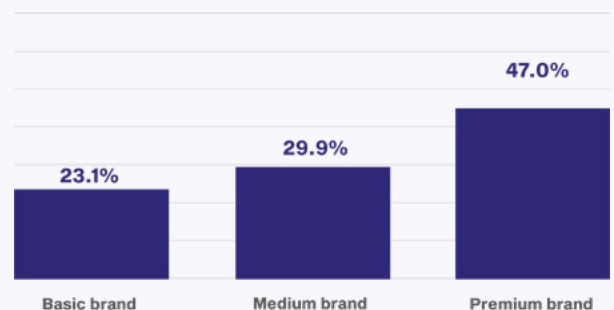
A vast majority of the survey's respondents **(47.0%) claim that JCB is a brand of premium quality**. About 29.9% would consider it better of a medium, and 23.1% of respondents think JCB is rather a brand of basic quality. On a scale from 1 as the basic level to 5 as the premium level, the mean value 3.48 represents people perceiving the brand quality on upper levels. Simply **5 from 10 survey respondents rated the brand as of premium quality, and only 2 from 10 people rate the brand as of a basic**

**quality** speaking for a general satisfaction with evaluated brands.

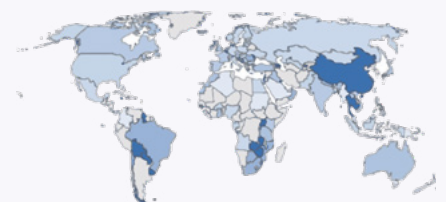
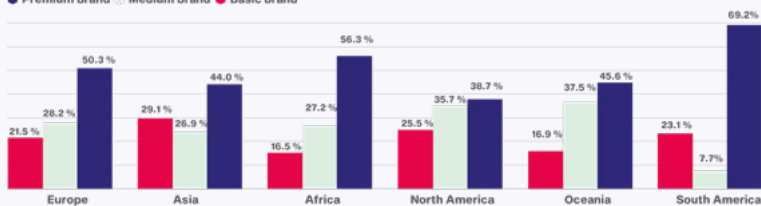
Since the above-presented results are gathered from global data, it would be interesting to see the differences in the brand evaluation in different regions. On a scale from 1 (basic brand) to 5 (premium brand), **the best evaluation was received in countries from South America** – as the graph depicts, for each, 69.2% of people described JCB as the premium brand.

On the contrary, respondents from **Asian and North American countries most frequently claimed JCB to be a basic brand**. Such results do not appear to be surprising due to the British origin of the brand.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



## 2 How would you rate this brand's dealership network in your country?

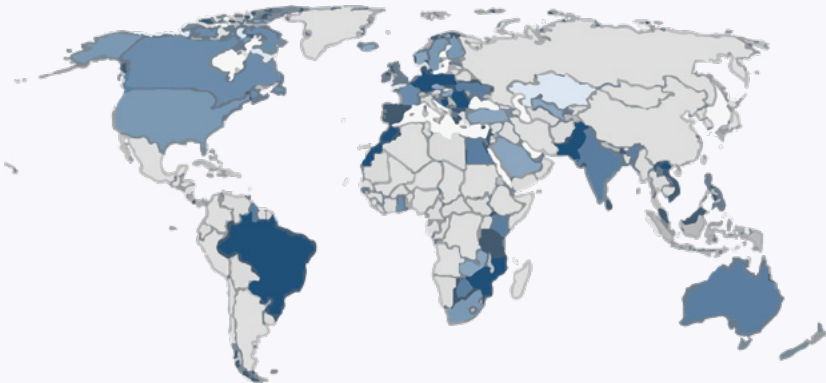
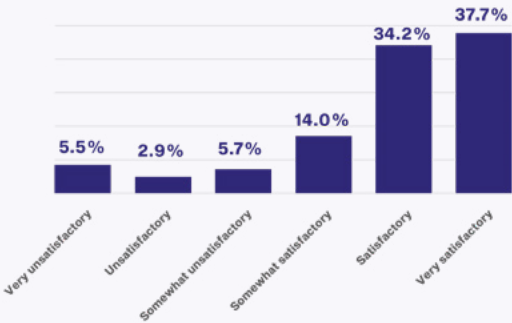
According to the survey results, JCB's dealership network is in general perceived by the respondents of the survey as a **very satisfactory brand (37.7%)**, followed by those who rated the brand's dealership possibilities in their country as **satisfactory (34.2%)**.

Only 2.9% of respondents think that there is space for improvement and

indicated the British manufacturer's number of dealers in general as unsatisfactory. However, a bigger percent **(5.5%)** perceive the company's dealership as **very unsatisfactory**.

Regarding specific regions and countries, the most satisfied respondents come from South America (Brazil and Paraguay), Pakistan and Vietnam in Asia; Europe (Germany, Poland,

Romania and Bulgaria) and Mozambique and Zimbabwe in Africa. On the other hand, there are still a couple of countries (for example, Kazakhstan and Indonesia) showing that there is **still room for improvement**. Also, there are many countries from which we lack the data.



## JCB

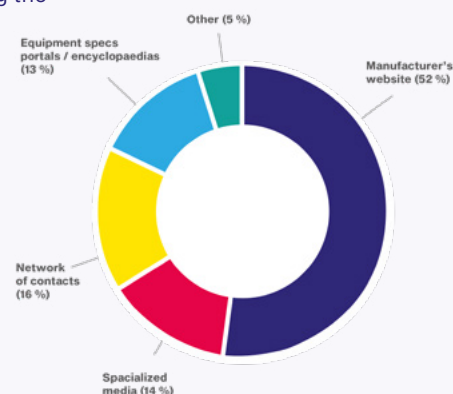
### 3 Where do you mostly look for information about this brand and its products/services?

According to 52.0% of respondents, **the most frequently used source of information about JCB is its own website**. This reflects the reliability and guarantee of up-to-date articles and news on the manufacturer's webpage. The second most popular source of data among JCB's audience are their own **network of contacts (16.0%)** and **specialized media (14.0%)**. This shows that, although the importance of specialized magazines and digital media is still quite big among the survey's audience, more respondents chose to rely on their own sources and use the contacts they have/gathered on JCB's conferences, events or meetings when they need to find relevant info about the brand's products and services.

Equipment specification portals/ encyclopedias (13.0%) are also an important source of information for people who search relevant data about the brand's machines.

To sum up, respondents clearly showed **the biggest interest in digital possibilities** (website) regarding the

acquisition of information for JCB machines, which means that they find this particular source as being the most reliable/trustworthy and with the most relevant info as it comes from the manufacturer itself.



### 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analysed in the previous question result, 14.0% of respondents prefer to look up information about the JCB brand in specialized media and 13.0% on equipment specs portals and encyclopaedias. When asked to specify such portals and media: **76.8% of survey participants picked LECTURA prior to any**

**other source**, which means that **4 out of 5 users prefer LECTURA**. We are happy with this finding that supports the fact that our audience of LECTURA Specs has grown by 50% in the last two years and the portal is currently visited by over 1 million users per month.



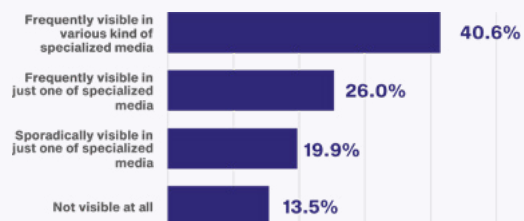


# JCB

## 5 How do you consider this brand to be visible in the media?

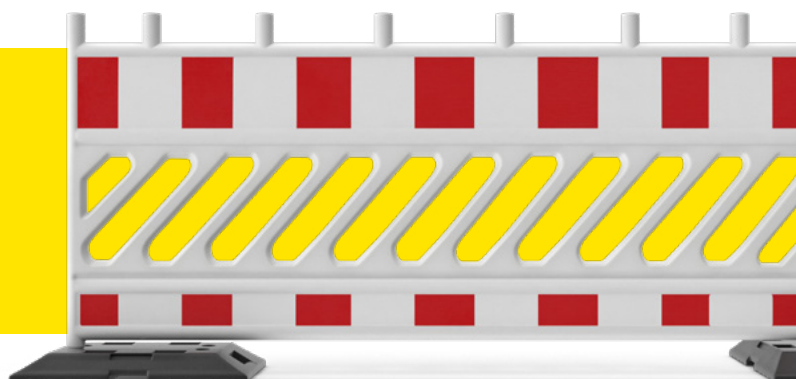
The majority (40.6%) of surveyees claimed that JCB is frequently visible in various kinds of specialized media. There is no doubt that **JCB considers visibility among media as being of high importance**, be it either printed or digital ones. Moreover, 26.0% of participants stated that JCB is frequently visible in one of specialized media and 19.9% respondents announce the brand to be at least sporadically visible in just one of specialized media – bringing the **total brand awareness in specialized media to 86.5%**.

Only 13.5% of the respondents claimed that the British manufacturer has no visibility in specialized media at all. This may simply mean that maybe they did not come across such kinds of publications recently.



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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
JCB	69

### JOHN DEERE CONSTRUCTION 76

KOBELCO	83
KOMATSU	90
KUBOTA	97
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# John Deere Construction

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **John Deere construction received 174 reviews from 19 countries** from all around the world. Most replies were received from the **United States** (probably due to the US origins and long-time tradition).

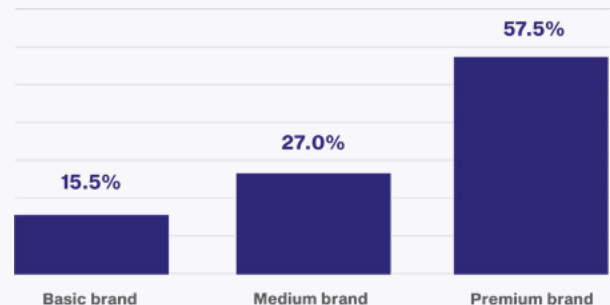
# John Deere Construction

## 1 How do you consider this brand to be in general?

In this survey, **more than half of respondents (57.5%) claim John Deere Construction to be a brand of premium quality**. 27% would consider it better of a medium, and 15.5% of respondents think John Deere Construction is better a brand of basic quality. On a scale from 1 as the basic level to 5 as the premium level, **the mean value 3.84 represents people perceiving the brand quality on upper levels**. Such a rating was also found in the sample of people from the United

States and Canada. Though the brand received more positive ratings in other countries (for example, in Guam and Guatemala, there were only the ratings indicating the premium brand received only), due to very low sample sizes (in units), such number could not be generalisable.

Average brand evaluation



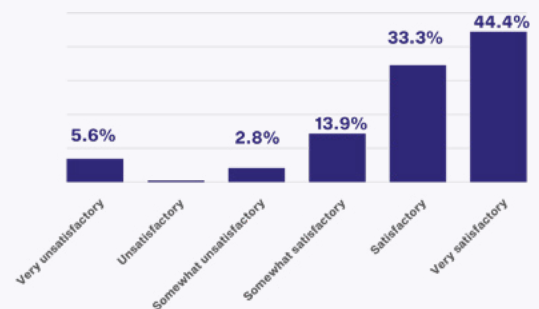
# John Deere Construction

## 2 How would you rate this brand's dealership network in your country?

The so-far replies brought some info on the perceived quality of the dealership network when compared to other brands. Based on such information, it appears **John Deere Construction should invest in improving its quality**. However, when asked to rate the John Deere Construction dealership network as such, **91.6% of respondents are to some extent satisfied, 44.4% even very satisfied**.

Of the total sample of respondents reviewing the dealership network of John Deere Construction, **only 5.6% of respondents think that there is a huge space for improvement**. Such or very similar distribution indicating positive evaluation of John Deere Construction dealership network appears to be found in each country of which the data were available. What do such results say? They probably

reflect the fact people are in general satisfied with the dealer of John Deere Construction equipment. On the other hand, they tend to compare services of various dealers and even reflect such differences on the good-bad scale.



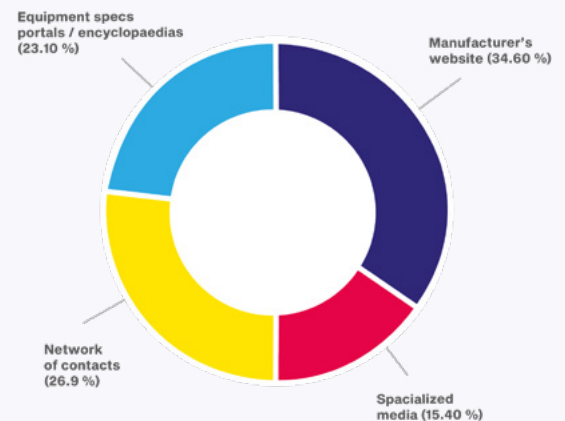
# John Deere Construction

## 3 Where do you mostly look for information about this brand and its products/services?

According to 34.6% of respondents, **the most frequently used source of information about John Deere Construction is its website.** This reflects the reliability and guarantee of up-to-date articles and news on the manufacturer's website. The second most popular source of data among the audience is the **network of contacts chosen by 26.9%** of survey respondents. **Equipment specs are on the third place of popularity rank mentioned by 23.1%.** The last place belongs to specialized media.

Such results reveal that although people mostly look for information on a variety of publicly available sources, **there are still more than a fourth that would prefer contacting a trusted person that would share the feelings and references with John Deere**

**Construction equipment.** Going back to the best competitor, Caterpillar, here lies one of the biggest differences since, in the case of Caterpillar, the number of people searching for information through the network of contacts is half compared to John Deere Construction.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Since there is roughly 40 percent of the John Deere Construction audience searching for brand information in specialized media or equipment specs portals/encyclopaedias, the following question aimed to enlighten which specific sources they have in mind. From our perspective, almost 90% of these

people prefer LECTURA. We are happy with this finding that supports the fact that our audience of LECTURA Specs has grown by 50% in the last two years and the portal is currently visited by over 1 million users per month.



# John Deere Construction

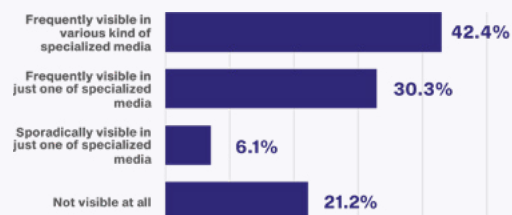
## 5 How do you consider this brand to be visible in the media?

The potential to raise awareness and make its activity visible is, on the one hand, possible through a dense dealership network and dealer's activities. On the other hand, and these days more relevant, thorough media activities occur the most vital process of raising awareness about not only a brand's existence but also activities in general.

About **42.5% of surveyors claimed that John Deere Construction is frequently visible in various kinds of specialized media** emphasizing that John Deere Construction focuses on visibility among media, be **it either printed or digital ones**. Moreover, 30.3 % of participants stated that John Deere Construction is frequently visible in one of specialized media and 6.1 % of respondents

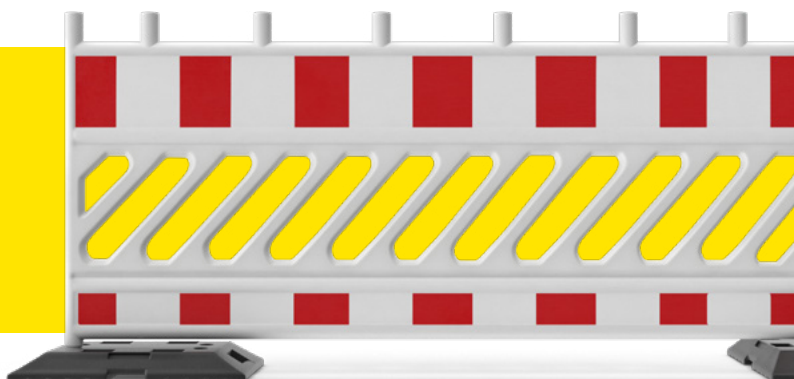
announce John Deere Construction to be at least sporadically visible in just one of the specialized media – bringing the total brand awareness in specialized media to 78.8%.

On the other hand, **there are still 21.2% of respondents claiming John Deere Construction has no visibility in specialized media at all**.



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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
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CASE	34
CATERPILLAR	41
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KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

# KOBELCO

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Kobelco received 364 reviews from 59 countries from all around the world.** Most replies were received from the United States, followed by Australia and the United Kingdom.

# KOBELCO

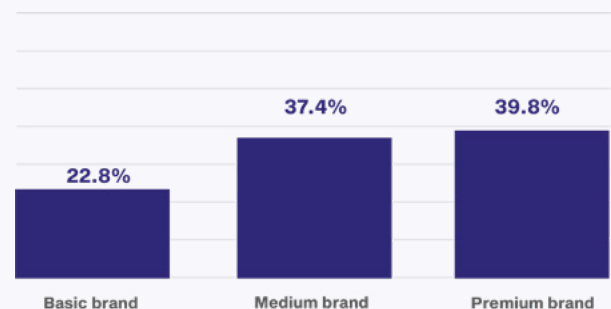
## 1 How do you consider this brand to be in general?

Although at a first glance the results show that most of the respondents of the survey see Kobelco as a premium brand (39.8%), almost the same percentage (37.4%) stated that for them Kobelco is a medium brand. At the same time, 22.8% think of Kobelco as a basic brand, a percentage not very different from the previous ones. This **little differentiation between "premium" and "medium", and even "basic"**, indicates that in general, the public's general perception on the Japanese brand is not very clear and it might be important for these results to be explored by Kobelco's representatives in order to understand the reasoning behind them and to find out

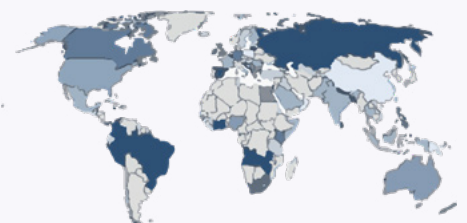
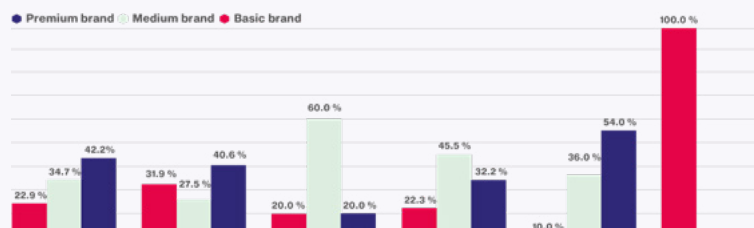
what needs to be done to increase brand awareness. On a scale from 1 as the basic level to 5 as the premium level, the **mean value 3.32** represents people perceiving the brand quality on upper levels. Simply **4 out of 10 survey respondents rated the brand as of premium quality**, and only 2 from 10 people rated the brand as of a basic quality. Let's see now how people evaluated the brand, based on their continents of origin, as the results are gathered from all over the world. On a scale from 1 (basic brand) to 5 (premium brand), **the best evaluation was received**, quite surprisingly, according to the graphic below, from **Oceania (54%) and Europe (42.4%)**,

regions where people described the Japanese manufacturer as a premium brand. Asia, Kobelco's continent of origin was only the third to rate the brand as premium (40.6%). A slightly smaller percentage of people from Asia (31.9%), but still quite high, had a **very different opinion and evaluated it as being basic**. Respondents from Europe (22.9%), North America (22.3%) and Africa (20%) shared the same point of view.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# KOBELCO

## 2 How would you rate this brand's dealership network in your country?

The way respondents evaluated Kobelco as a brand is reflected also in how they rate its dealership network in their countries. In this case too, the differentiation between grades of satisfaction, expressed in percentages, is not very big, to say the least.

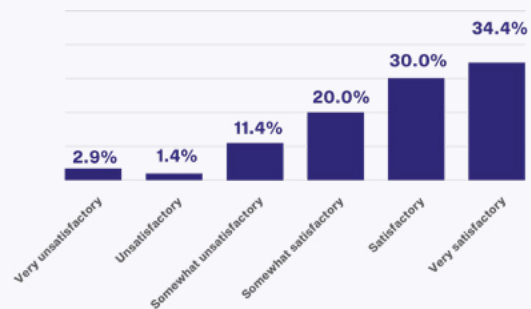
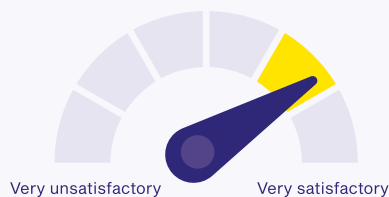
Although, according to the answers, respondents are pleased with how the Japanese manufacturer is represented by its dealers and perceive its network as **very satisfactory (34.3%)**, **almost the same percentage (30%)** thinks that it is **only satisfactory**. This shows that most of Kobelco's

customers are pleased with the professional experience of the brand's dealers in their country of origin and that they find the products and services reliable and of good quality but, according to the little differentiation between opinions, they do not know whether to think of it as being "very satisfactory" or "satisfactory".

However, **11.4% of them think that Kobelco's dealers need improvement** and rated them as somewhat unsatisfactory and just 2.9% see them as being very unsatisfactory.

Regarding specific regions and countries, the **most satisfied respondents come from Europe** (Finland, Ireland, Norway), **Eurasia** (Russia), **Asia** (Lebanon, Maldives, Sri Lanka, Vietnam) and **Oceania** (New Zealand). On the other hand, there are still a couple of countries (for example, Ethiopia) showing that there is still room for improvement. Also, there are many countries from which we lack the data.

Dealership network satisfaction



# KOBELCO

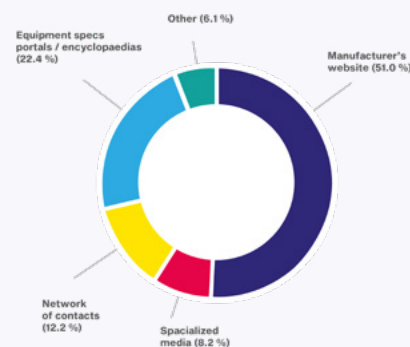
## 3 Where do you mostly look for information about this brand and its products/services?

For the vast majority of respondents, the **most frequently used source of information about Kobelco is its own website: 51%** of them said that they use it when they want to keep themselves up to date with the brand's activity. This reflects the reliability and guarantee of fresh news and articles on the manufacturer's webpage. The second most popular source of data among Kobelco's audience are **equipment specification portals/encyclopaedias indicated by 22.4%** as the second source of information.

Their own network of contacts (12.2%) and specialized media (8.2%) are only the third and the fourth option indicated by the surveyees,

when they need to find relevant info about the Japanese brand's machines and services.

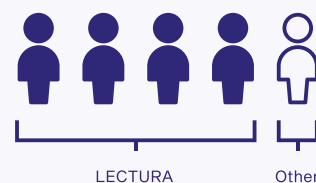
To sum up, **respondents clearly showed the biggest interest in digital possibilities (the brand's website)** regarding the acquisition of information for Kobelco machines, which means that they find this particular source as being the most reliable and with the most relevant info as it comes from the manufacturer itself.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analyzed in the previous question result, 22.4% of respondents prefer to look up information about Kobelco on equipment specs portals and 8.2% on specialized media. When asked to specify such portals and media, **85.7% of the survey's participants chose LECTURA prior to any other source**, which means that **more than 8 out of 10 users**

**prefer our portal.** We are happy with this finding that supports the fact that our audience has grown by 50% in the last two years and that LECTURA Specs is currently visited by over 1.2 million users per month.



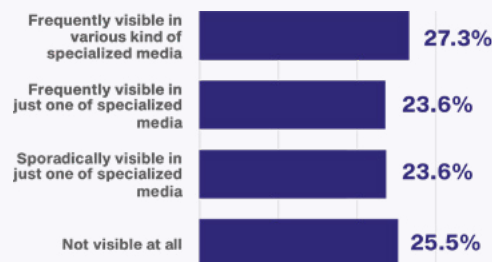
# KOBELCO

## 5 How do you consider this brand to be visible in the media?

Just like the results of the question related to the evaluation of the brand, the results of this question are almost not differentiated at all. Therefore, we cannot say that there is a majority that thinks that Kobelco is very visible in the media or one that thinks that it is not visible at all, as **almost all the answer options received almost the same percentage.**

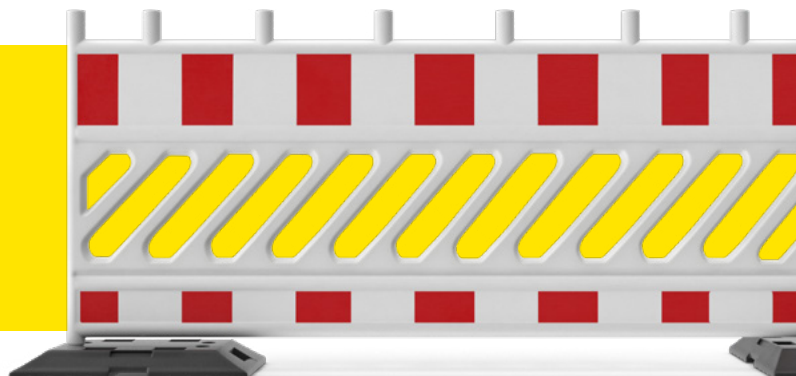
To be exact: 27.3% of respondents said that Kobelco is frequently visible in various kinds of specialized media, 23.6% claimed that the brand is frequently visible in just one of specialized media, and also another identical percentage - 23.6% - thinks that it is sporadically visible in just one of specialized media. All these similar results show almost without a doubt that the **Japanese brand's representatives do not necessarily consider visibility among media as being of high importance**, be it either printed or digital ones.

This is confirmed also by the fact that 25.5% of the surveyees claimed that the manufacturer has no visibility in specialized media at all. This means that maybe they did not come across such kinds of publications recently and also that the brand's presence in this very specific type of media can definitely be improved in order to raise awareness among its targeted audience.



This is where the free part of this detailed brand report ends.

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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
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10. Recently, have you seen an advertisements for this brand in specialised media?
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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
JCB	69
JOHN DEERE CONSTRUCTION	76
KOBELCO	83
KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

# KOMATSU

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **Komatsu received 2,158 reviews from 142 countries from all around the world.**

That makes Komatsu the **third most often reviewed brand in this survey.** Most replies were received from the United States, followed by Australia in second place and Indonesia (United Kingdom).

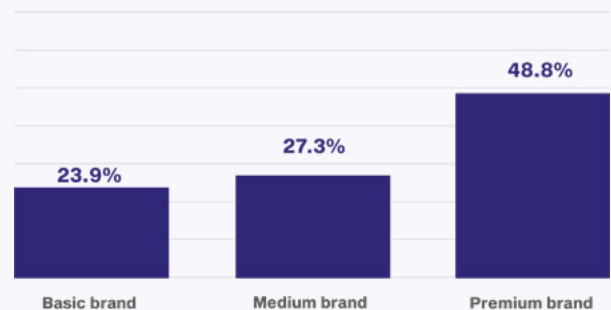
# KOMATSU

## 1 How do you consider this brand to be in general?

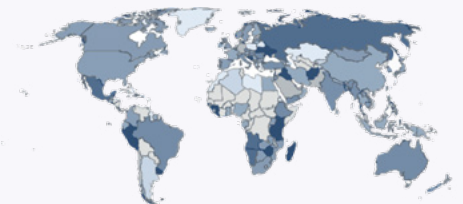
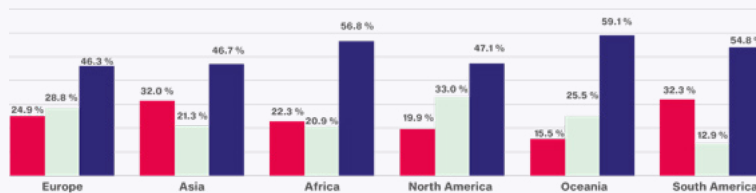
In the LECTURA BrandSurvey, the majority of respondents (**48.8%**) marked **Komatsu as the premium brand**. Approximately 27% of survey participants rated the Japanese manufacturer as a medium brand. On the contrary, close to 24% of surveyees see Komatsu as a basic brand. The average global brand evaluation has therefore reached **3.5 stars out of 5**.

Looking at the results from specific regions, **Komatsu ranked the best among survey respondents from Oceania, Africa and also South America**. On the other hand, **32% of surveyees based in Asia think that Komatsu is a basic brand**. Considering the manufacturer's place of origin, this may be a quite surprising result showing the demandingness of Asian customers.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# KOMATSU

## 2 How would you rate this brand's dealership network in your country?

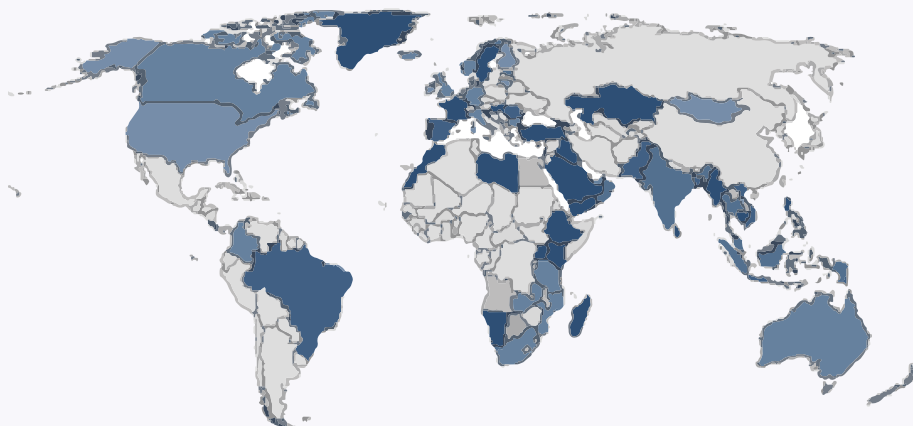
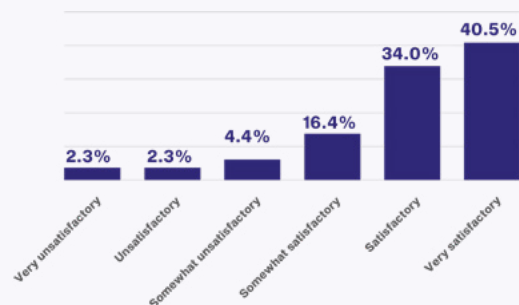
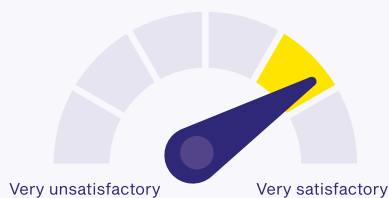
The survey participants rated Komatsu's dealership network in their country very well - almost **91% of them stated that they are somewhat satisfied or better**. Moreover, 40.5% respondents claimed that they were very satisfied with the dealership network. On the other hand, the remaining 9.1% of surveyees suggested that they still lack a sufficient dealership network in their country. Moreover,

2.3% of people gave Komatsu the worst ranking (very unsatisfactory) regarding the topic. Nevertheless, the **overall results indicate a high score of 4.99 points on a 6-point scale** on average for Komatsu.

Comparing specific regions and countries shows that respondents from Europe (with the exception of eastern Europe), North America, Bra-

zil, Australia, Southeast Asia, South-east Africa and the Middle East **are the most satisfied**. On the other hand, survey participants from South America, Central and West Africa, Eastern Europe, Russia and China seem to be **the least satisfied** with the company's dealership network in their countries or regions.

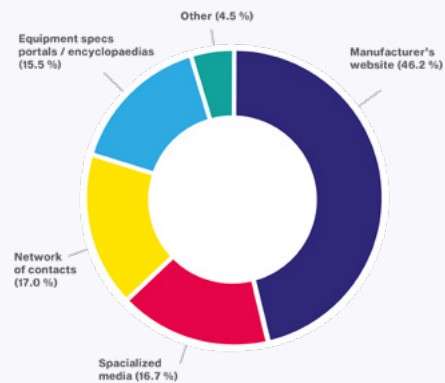
Dealership network satisfaction



# KOMATSU

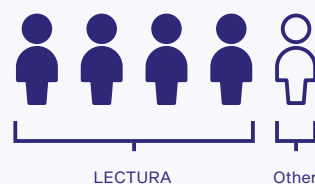
## 3 Where do you mostly look for information about this brand and its products/services?

The majority of participants (**46.2%**) prefer to search for information about Komatsu and its products **directly on the manufacturer's website**. That indicates a Relatively large percentage of survey respondents (16.7%) claimed to gather news about Komatsu via specialized media and 17% stated to rather use their network of contacts. Finally, 15.5% of people trust and use equipment specs portal such as LECTURA.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

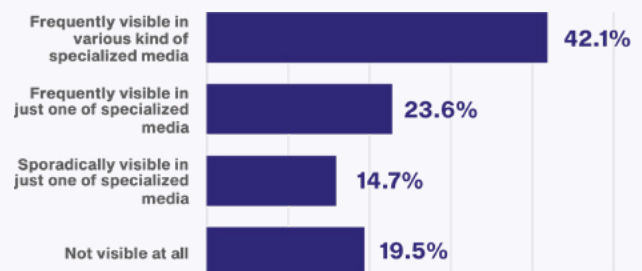
As a follow-up to the previous question, we asked the respondents if they can specify what specialized media or equipment specifications portals do they use. The results show that **80.6% of respondents prefer LECTURA** over any other media/data provider, in other words, **5 out of 6 people favour LECTURA**.



# KOMATSU

## 5 How do you consider this brand to be visible in the media?

The majority of survey participants consider **Komatsu to be frequently visible in various kinds of specialized media**, which indicates that the company **invests a lot of resources into advertisement** to raise the brand awareness - both on the domestic and also global market. The following 23.6% of respondents announced that Komatsu is frequently visible in just one specialized media, which may occur because of regional differences or media exclusivity in some countries. Another 14.7% of people claimed that the Japanese brand is sporadically visible in just one of specialized media - which probably occurred in regions that are not that important for Komatsu, although they may have a potential for a future investment. On the other hand, **19.5% of respondents (every 5th person) thought that the manufacturer is not**

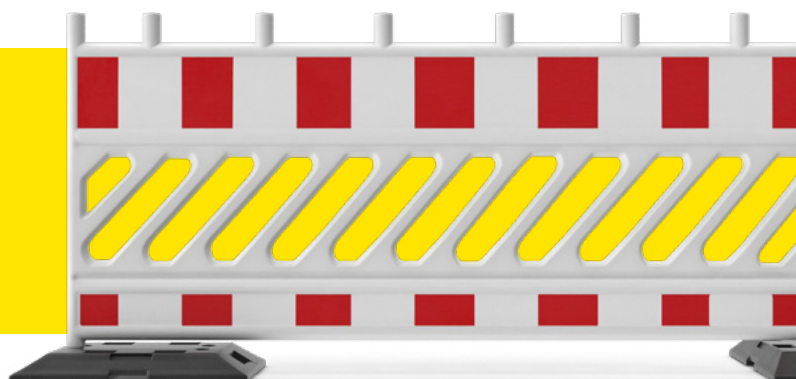


**visible in the media at all.** That may be related due to the pandemic as many companies were forced to cut their budgets, including those dedicated to advertising and brand promotion. Such behaviour is, however, not expected when speaking about a brand that is considered one of the biggest in the construction industry.



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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

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6. What machine type do you consider to be the best product of this brand?
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**Premium content**

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
JCB	69
JOHN DEERE CONSTRUCTION	76
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VOLVO	125
WACKER NEUSON	132
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# KUBOTA

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **Kubota received 1,402 reviews from 89 countries from all around the world.** Most replies were received from the United States, followed by the United Kingdom in second place and Canada.

# KUBOTA

## 1 How do you consider this brand to be in general?

More than a half of the survey respondents, **54.6%, consider Kubota to be a premium** (top tier) brand. Medium brand rating was the choice for 27.7% of people. Only 17.7% of the survey participants claimed that the Japanese manufacturer is rather a basic brand. On a 5-point scale, **the average rating equals 3.74 points.**

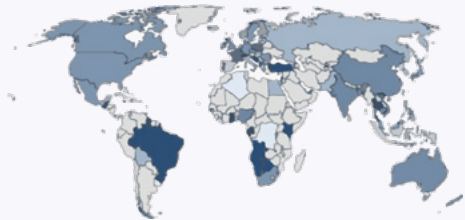
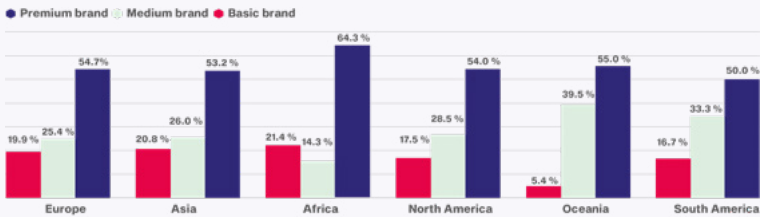
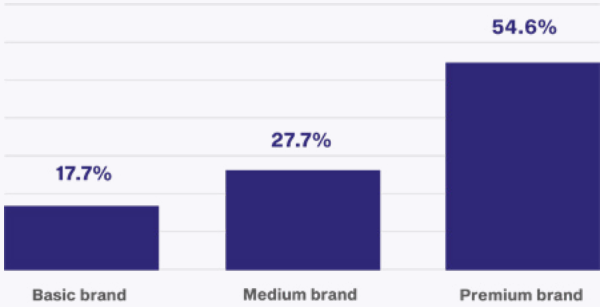
The general global results, however, usually differ to some point from the regional results. The highest percentage of respondents who marked

Kubota as the premium brand come from **Africa: over 64% of people.** Asia, the region of the company's origin, shows that over 53% of surveyees described Kubota as the premium brand. On the other hand, almost 21% of respondents claimed that the manufacturer is a basic brand, **indicating high expectations from the Asian customers.**

On a country-specific level, the **diversity of the most satisfied visitors** supports the vision of the popularity

of the brand throughout the world as they come from Switzerland, Brazil, Turkey or Thailand.

Average brand evaluation



# KUBOTA

## 2 How would you rate this brand's dealership network in your country?

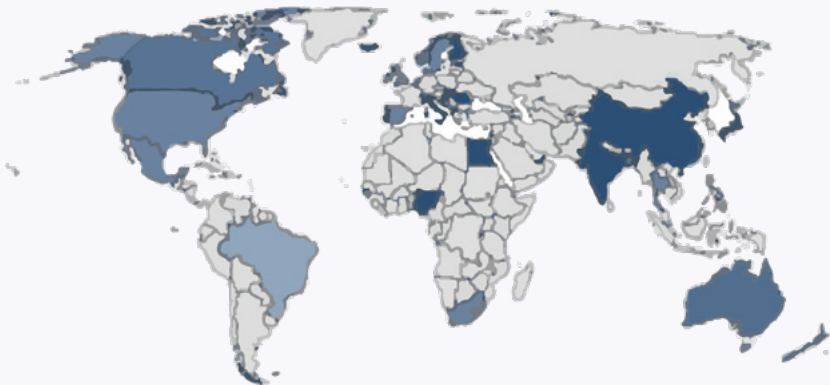
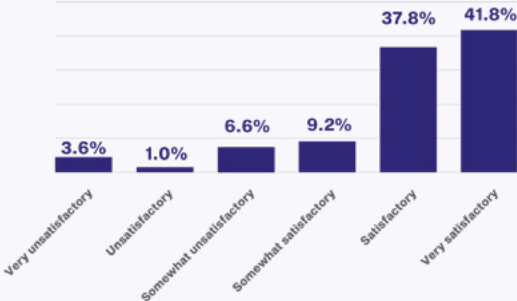
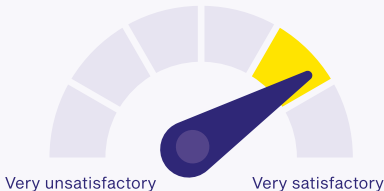
The general data show that people perceive Kubota as a brand with a strong dealership network as almost **89% of respondents** see the manufacturer's dealership network **somewhat satisfactory or better**. Moreover, close to **42%** of survey participants gave the highest possible ranking - **very satisfactory**. Another 37.8% of

people see the brand having a satisfactory network of dealers in their country. Only 3.6% of customers would appreciate a massive expansion of the dealer network.

Regarding specific countries and regions, the most satisfied customers come from North America, Australia,

Asia (China, Japan, India) and also Scandinavian countries, South-East Europe, Great Britain or Egypt.

Dealership network satisfaction

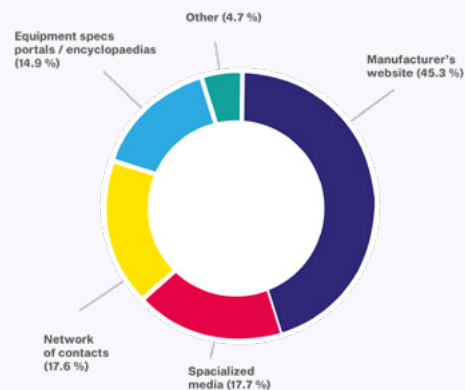


# KUBOTA

## 3 Where do you mostly look for information about this brand and its products/services?

Approximately a half of the survey respondents **(45.3%) prefer to search for information about Kubota directly on the manufacturer's website.** This finding outlines that the visitors of Kubota machines appreciate the original content from the OEM. Equal number of surveyees (17.6%) either regularly check specialized media or use their network of contacts. Close to 15% of survey participants favor equipment specs portals or encyclopedias. To sum up, **the most important medium remains the manufacturer's website**, although people also use alternative sources of information

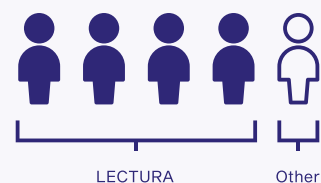
about Kubota such as specialized media, specs portals or networks of contacts.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Following on from the previous question, we asked the survey participants to specify what kind of specialized media or equipment specs portals they prefer. We are delighted to announce that **85% of them pinpointed LECTURA.** Our vast database with machinery specifications attracts over 1.2 million professionals from the industry every month. In other

words, about **4 out of 5 people prefer LECTURA prior to any other specs portal/specialized media.**

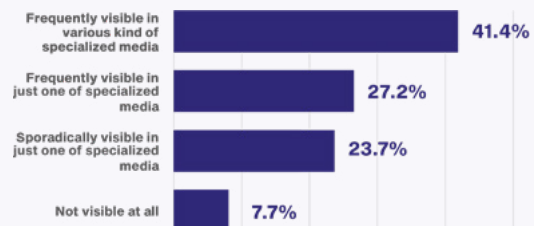


# KUBOTA

## 5 How do you consider this brand to be visible in the media?

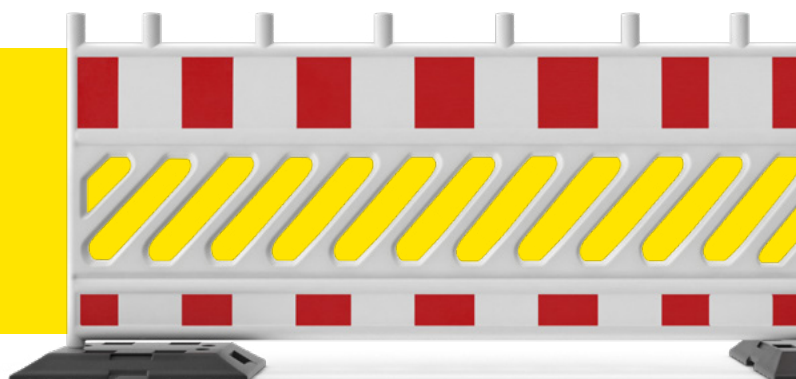
According to the results, Kubota is overall well-visible in the media. Up to **41.4% of survey participants claimed that Kubota is frequently visible in various kinds of specialized media.** Secondly, 27.2% of respondents stated that the Japanese manufacturer is frequently visible in just one specialized media, acknowledging that the advertisements are not that difficult to spot. That underlines the fact that **Kubota invests a lot of resources to attract readers** of magazines and other news providers from the industry. Moreover, 23.7% of surveyees marked Kubota as sporadically visible in just one specialized media that may be affected by regional differences and possibilities. Only 7.7% of people marked Kubota as a

non-visible company in specialized media, which is not a negligible number, but **confirms that the OEM is not indifferent to media advertising.**



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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
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JOHN DEERE CONSTRUCTION	76
KOBELCO	83
KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

# LIEBHERR

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Liebherr received 991 reviews from 107 countries from all around the world.** Most replies were received from the United States, followed by the United Kingdom in second place and Australia.



# LIEBHERR

## 1 How do you consider this brand to be in general?

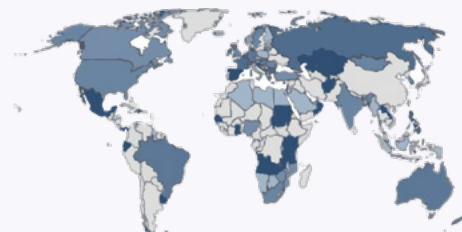
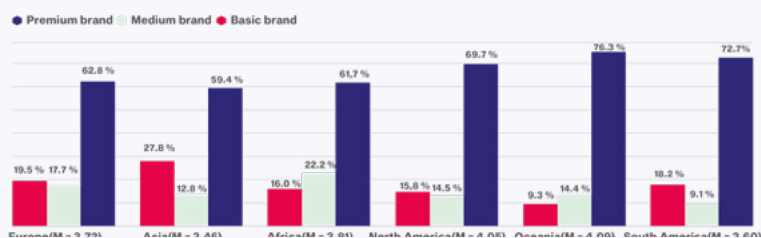
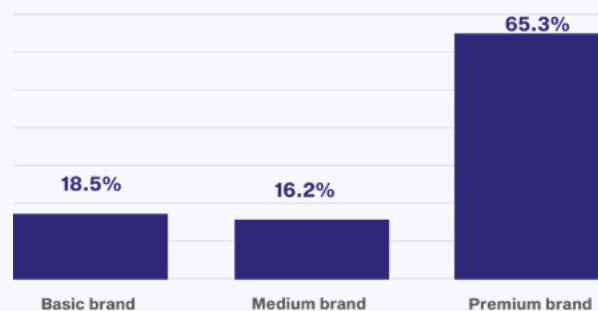
More than **65% of survey respondents** marked the German-Swiss manufacturer a **premium brand**. A little bit over 16% of the participants saw Liebherr rather as a medium brand and 18.5% of people called it a basic brand. This is overall the **best ranking throughout the whole BrandSurvey**. On a 5-point scale, the average rating equals **3.94 points out of 5**.

Liebherr's global popularity can be clearly spotted in different regions of the world. The highest percentage of respondents who claimed Liebherr

to be a premium brand comes from **Oceania** (76.3%), followed by **South America** (72.7%) and **North America** (69.7%). On the other hand, the **"worst" reviews were received from survey participants based in Asia:** "only" 59.4% claimed that Liebherr is a premium brand and 27.8% rated it as a basic brand. It shows that the Asian customers could be quite demanding but other elements also have to be taken into consideration such as the availability of spare parts or number of dealers.

On a country-specific level, the most satisfied customers that marked Liebherr a premium brand come from Spain, New Zealand, Mexico or Kazakhstan. This once again supports the claim that the German-Swiss manufacturer reached a status of **one of the most popular companies in the construction industry**.

Average brand evaluation



# LIEBHERR

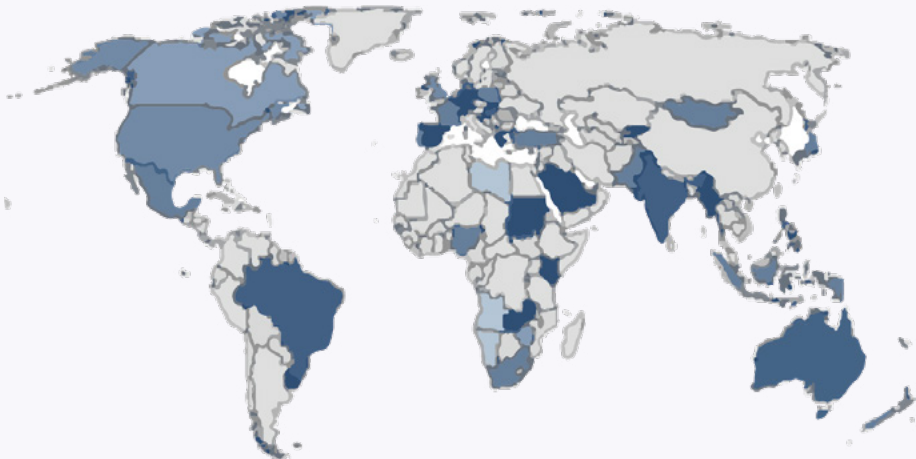
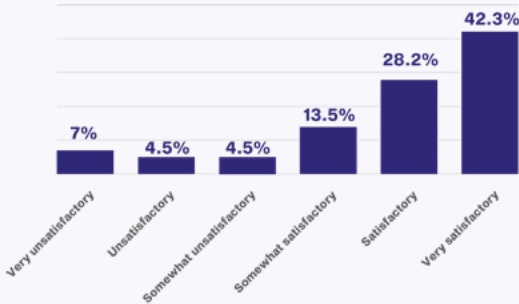
## 2 How would you rate this brand's dealership network in your country?

The highest possible ranking of **very satisfactory** was selected by **42.3%** of survey participants. The **overall satisfaction reached 84%** as this is the total of respondents who chose a somewhat satisfactory rating or better. The remaining 16% thought that Liebherr's dealership network in their country is somewhat unsatisfactory or worse. Only **7% of respondents gave Liebherr's dealership the worst possible rating** of very unsatisfactory which outlines there is still some space for improvement, even though

the vast majority of people is satisfied with the dealership network.

The evaluation of data collected for specific countries and regions showed that the most **satisfied customers come from European countries** such as Spain, Germany, Switzerland, Greece or Belgium. Moreover, very satisfied surveyees come from other parts of the world including South America (Brazil), North America (the USA, Canada, Mexico), Oceania (Australia, New

Zealand) or Asia (Japan, India, Myanmar). As stated above, the majority of survey participants rated Liebherr's dealership network in their countries very well, however, few exceptions could be found - for example among **Swedish or Irish customers who think that Liebherr should offer a more extensive network in their countries.**

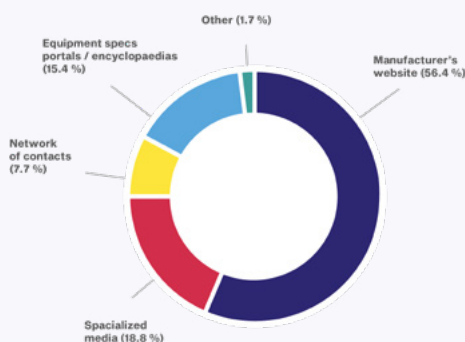


# LIEBHERR

## 3 Where do you mostly look for information about this brand and its products/services?

It is no surprise that the **manufacturer's webpage** received the **majority of votes - 56.4%** overall. Such finding indicates that Liebherr's website contains up-to-date and sufficient information about the brand and its products, being legitimately selected as the primary source of data. The second most popular source of information about Liebherr seems to be **specialized media which received 18.8%** of votes. Such a result underlines the importance of specialized magazines and news portals in the heavy equipment industry. Also equipment **specs portals and encyclopedias** represent a non-negligible source of information about

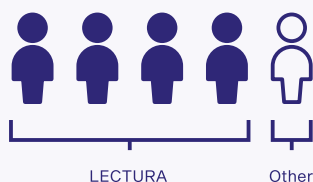
Liebherr, **picked by 15.4%** of survey participants. The network of contacts is perceived to be the least valuable source, selected only by 7.7% of respondents.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

A follow-up on the previous question reveals that **LECTURA** is the favourite kind of specialized media/encyclopedia, appreciated by **85.7% of people**. In other words, **more than 8 users out of 10 prefer LECTURA** to any other kind of specialized media when searching for information about Liebherr. Every month, LECTURA is visited by over 1.2 million

users from all over the world, who look for valuable data about various kinds of heavy machinery prior to their decision making.

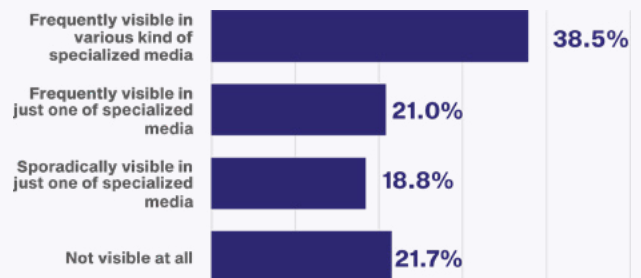


# LIEBHERR

## 5 How do you consider this brand to be visible in the media?

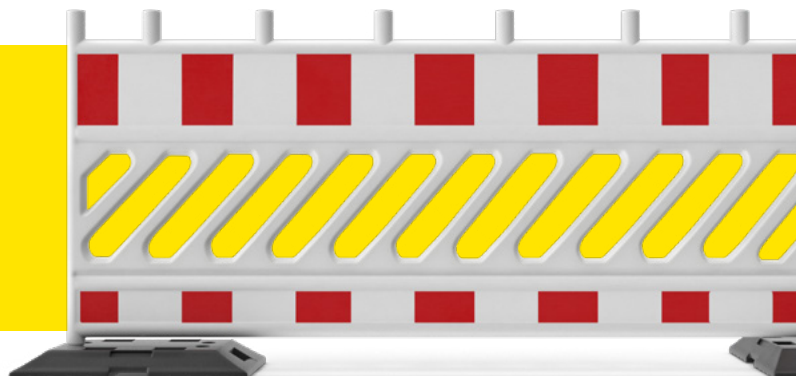
On the one hand, **38.5% of survey respondents claimed that Liebherr is frequently visible in various kinds of specialized media** - that would reflect a successful effort of the company to reach visibility through magazines and other types of media. On the other hand, **21.7% of survey participants stated that the Swiss-German company is not visible in the media at all**. This is quite a surprising and contradictory result. The reasons for that would be pure speculation, however, the most probable reasons can be regional diversities or the fact that companies were forced to cut their advertising budgets in the previous two years due to the COVID pandemics - in reality, one would not expect such behaviour from one of the biggest companies in the industry. Exactly 21% of surveyees selected the option of Liebherr

being frequently visible in just one specialized media and 18.8% rather see the company as sporadically visible in just one specialized media. Very close results, however, **a frequent visibility was in total picked by more than 59%** of respondents, thus representing the major opinion.



This is where the free part of this detailed brand report ends.

We have the full package waiting for you — just let us know.



✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
12. What was communicated in these commercial ads?
13. Have you ever visited the webpage of the brand?
14. Have you found all the information that you were looking for on the webpage?
15. Please share a few things the brand you are currently evaluating can do better

**Would you like to purchase any of the premium reports? Do you have additional questions?**

**Visit the shop**



**Premium content**

## **Individual brand report**

- Get the full single company report, be it your company or 17 others
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- Over 30 pages of content
- Available reports to choose from: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**



**Premium content**

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
JCB	69
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KOBELCO	83
KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
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# MANITOU

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Manitou received 637 reviews from 80 countries from all around the world.** Most replies were received from the United Kingdom, followed by the United States in second place and Australia.

# MANITOU

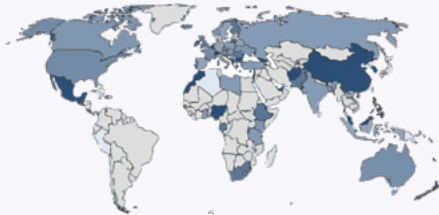
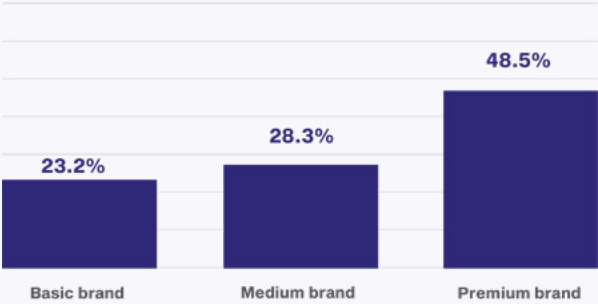
## 1 How do you consider this brand to be in general?

In the LECTURA BrandSurvey, the majority of respondents **(48.5%) marked Manitou as the premium brand**. Approximately 28.3% of survey participants rated the French manufacturer as a medium brand. On the other hand, close to 23.2% of surveyees see Manitou as a basic brand. The average global brand evaluation has therefore reached **3.51 stars out of 5**.

Comparing the evaluation of results from specific regions, **Manitou ranked the best among survey respondents from Africa and also Europe**. On the contrary, **31.1% of surveyees based in North America think that Manitou is a basic brand**. Considering the manufacturer's place of origin, the results collected from the European respon-

dents confirm that the company still focuses on its domestic market, but has also successfully expanded into other regions.

Average brand evaluation





# MANITOU

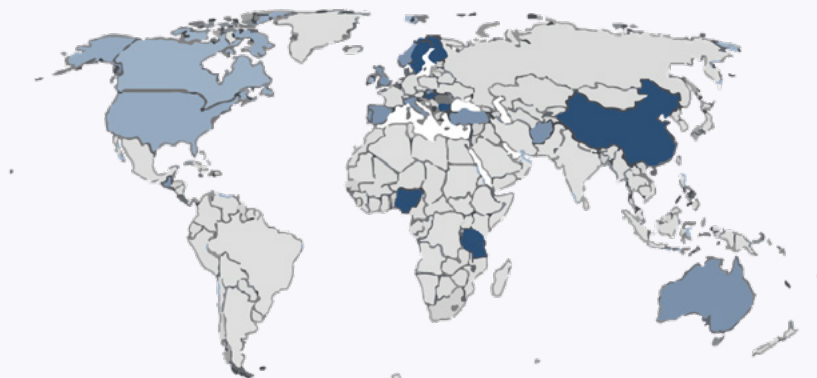
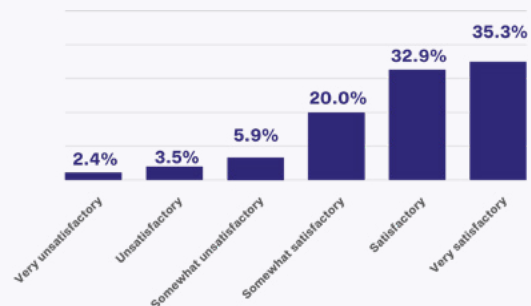
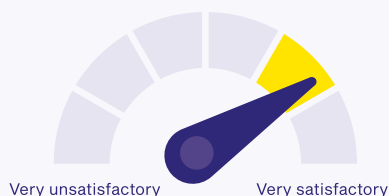
## 2 How would you rate this brand's dealership network in your country?

The survey participants rated Manitou's dealership network in their country of origin rather positively - over **88% of them quoted that they are at least somewhat satisfied or better**. Moreover, 35.3% of surveyees stated that they were very satisfied with the dealership network. On the other hand, the remaining 12% of survey

participants suggested that they still lack a sufficient dealership network in their country. Moreover, 2.4% of people gave Manitou the worst ranking (very unsatisfactory) regarding the topic. Nevertheless, the **overall results indicate a high score of 4.45 points on a 6-point scale** on average for Manitou.

Comparing specific regions and countries shows that respondents from Europe (Finland, Sweden, Hungary, Italy, Spain, Portugal), North America, China and Australia **are the most satisfied**. On the other hand, survey participants from South America seem to be **the least satisfied** with the company's dealership network.

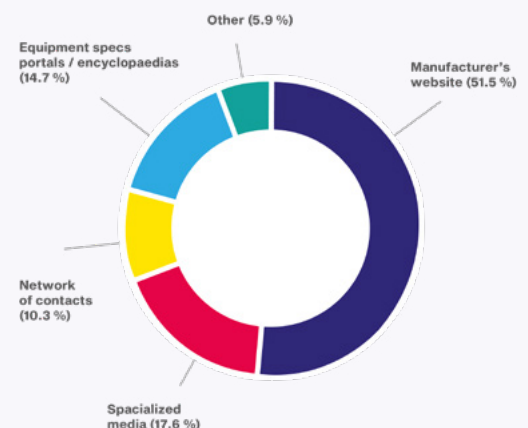
Dealership network satisfaction



# MANITOU

## 3 Where do you mostly look for information about this brand and its products/services?

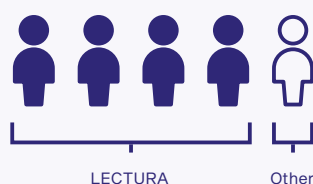
More than a half of the survey participants (**51.5%**) prefer to search for information about Manitou and its products **directly on the manufacturer's website**. That indicates a **well-structured content and a very good information transparency from Manitou's own web**. Relatively large percentage of survey respondents (17.6%) claimed to gather news about Manitou via specialized media and 10.3% stated to rather use their network of contacts. Last but not least, 14.7% of people trust and use equipment specs portal such as LECTURA.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As a follow-up to the previous question, we asked the respondents if they can specify what specialized media or equipment specifications portals do they use. The results show that **95.2% of respondents prefer LECTURA** over any other media/data provider, in other words, about **9 out of 10 people favour LECTURA**. We are happy with this

finding as our portal welcomes over 1.2 million visitors every month.

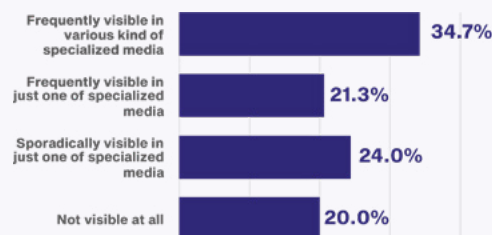


# MANITOU

## 5 How do you consider this brand to be visible in the media?

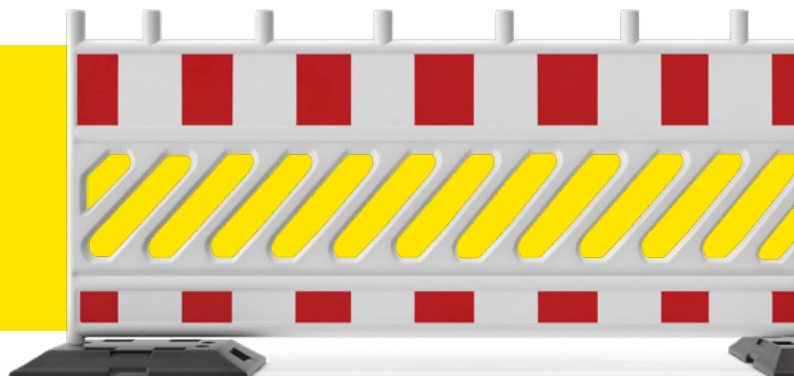
The majority of survey participants (34.7%) consider **Manitou to be frequently visible in various kinds of specialized media**, which indicates that the company **invests a lot of resources into advertisement** to raise the brand awareness - both on the domestic and also global market. The following 21.3% of respondents announced that Manitou is frequently visible in just one specialized media, which may occur because of regional differences or media exclusivity in some countries. Another 24% of people claimed that the French brand is sporadically visible in just one kind of specialized media - the reason may be in different regions that are not that important for Manitou, although they may have a potential for a future investment. On the other hand, **20% of respondents (every 5th person) thought that the manufacturer is not visible in the media at all**. That may be related due to

the pandemic as many companies were forced to cut their marketing budgets, which were available for advertising and brand visibility.



This is where the free part of this detailed brand report ends.

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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
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9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
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**Premium content**

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
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# TAKEUCHI

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Takeuchi received 397 reviews from 16 countries worldwide**. Most replies were received from the United States, followed by the United Kingdom in second place and Australia.

# TAKEUCHI

## 1 How do you consider this brand to be in general?

According to the results, **Takeuchi is being perceived mainly as a premium brand: 51.9%** of those who participated in the survey have a very good opinion about it. The other half is split between those who see it as a medium brand (29.5%) and the rest who see it as a basic one (only 18.6%).

On a scale from 1 as the basic level to 5 as the premium level, **Yanmar registered a score of 3.66**, which shows that people are perceiving the brand quality on upper levels. This means that **5 from 10 survey respondents rated the brand as of premium quality**, and only 2 from 10 people rated the brand as of a basic quality.

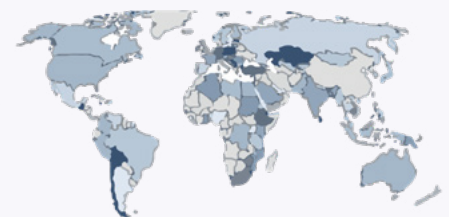
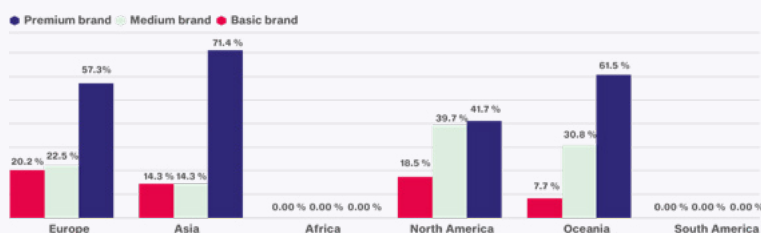
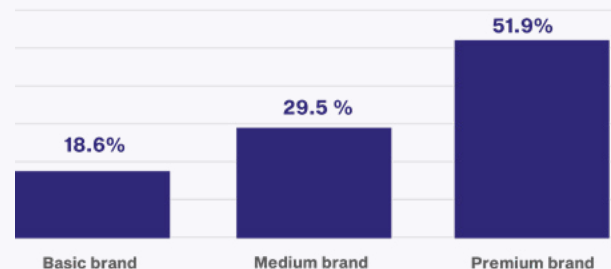
In order to get more insights about how they perceive the Japanese manufacturer, let's see from which parts of the world are the respondents that rated the brand.

Not surprisingly at all, the best evaluation that Takeuchi received, according to the graphic below, **came from respondents in Asia: 71.4%** of them stated they find the brand premium, which is understandable, due to its continent of origin. Other good reviews were received from people from Oceania (61.5%) and Europe (57.3%) who also rated the brand as premium, followed closely by North America with 41.7%. But what did come as a surprise is that no respon-

dent from Africa or South America rated the brand. This might mean that Takeuchi is not very well represented in these two specific continents but this aspect can be looked at as one with big potential when it comes to the expansion of the brand's dealer network.

However, although most Asian people that did respond to the survey stated that they find Takeuchi to be a premium brand, there were also a few (14.3%) that did not share the same opinion and labeled it as basic. Same happened to some respondents from Europe (20.2%) and some from North America (18.5%) who also see Takeuchi the same way.

Average brand evaluation



# TAKEUCHI

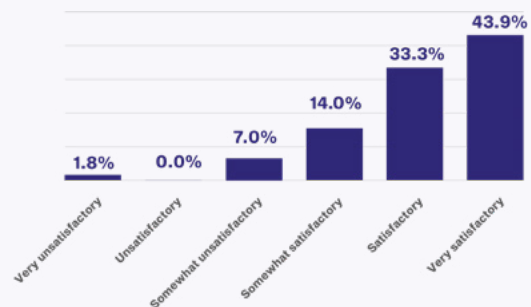
## 2 How would you rate this brand's dealership network in your country?

The answers to this question revealed that Takeuchi's dealership network with all that implies (product portfolio, services, etc.) is, in general, well represented globally, in people's opinion. Almost half of those questioned (**43.9%**) rated **Takeuchi's dealers in their country of origin as very satisfactory**, and another important part (33.3%) said that they are satisfied and have nothing to complain about, which **shows that the Japanese manufacturer's dealers are doing a great job in representing the brand in their relation with the**

**customers.** This general opinion is also confirmed by the very small percentage of surveyees who reviewed it as being very unsatisfactory - only 7% - and those who rated it as very unsatisfactory (just 1.8%).

is still room for improvement. Also, there are many countries from which we lack the data.

Regarding specific regions and countries, the **most satisfied respondents come from Europe** (Czech Republic, Finland, Latvia, Portugal, Sweden, Ireland and the United Kingdom) and **Australia**. On the other hand, there are still a couple of countries (for example, Canada) showing that there





# TAKEUCHI

## 3 Where do you mostly look for information about this brand and its products/services?

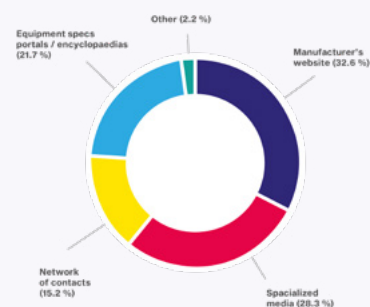
When searching for information about Takeuchi's activity, products & services, launches, etc, **most people (32.6%) rely on the manufacturer's website**. Taking into consideration that a brand's web page should be the number one channel of communication with its audience, as it contains info that comes straight from the source, this percentage is quite small. This means that these figures can be improved by the brand's representatives by enriching the content on the website, updating to date the info or simply making the website easier to navigate.

However, all of the above might explain why **28.3% turn to specialized**

**media** when wanting to find what they are looking for, related to this brand. This might mean that they are used to seeing the brand's name there and are satisfied with the content that they find. **Surprisingly, the media source is followed closely by specification portals/encyclopedias: 21.7%** of those questioned said that it's their first option when looking for detailed info about Takeuchi's machines. Only 15.2% of those questioned in the survey claimed that they turn to their own network of contacts when needing to find out important information about the brand's activity.

To sum up, **respondents clearly showed the biggest interest in digital**

**possibilities** (Takeuchi's website) regarding the acquisition of information for its machines, which means that they find this particular source as being the most reliable and with the most relevant info.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

According to the results from the previous questions, 32.3% of respondents prefer to look up information about Takeuchi on the manufacturer's website, and 21.7% of them on equipment specs portals and encyclopedias. When asked to specify such portals and media: **56.3% of survey participants picked LECTURA prior to any other source,**

which means that **roughly 5 out of 10 users prefer LECTURA**. We are happy with this finding that supports the fact that our audience has grown by 50% in the last two years and that LECTURA Specs is currently visited by over 1.2 million users per month.



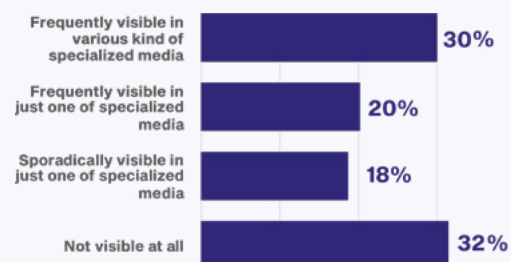
# TAKEUCHI

## 5 How do you consider this brand to be visible in the media?

The biggest part of the surveyees (30%) said that **Takeuchi is frequently visible in various kind of media** (construction/equipment magazines and websites), and another 20% answered that it is frequently visible in just one of specialized media, which comes as no surprise taking into consideration the results gathered from one of the previous questions that placed specialized media as the 2nd source of info that they use when looking for relevant data about the Japanese brand. Moreover, 18% of the respondents think that Takeuchi is sporadically visible in just one specialized media, which brings the **total brand awareness in specialized media to 68%**.

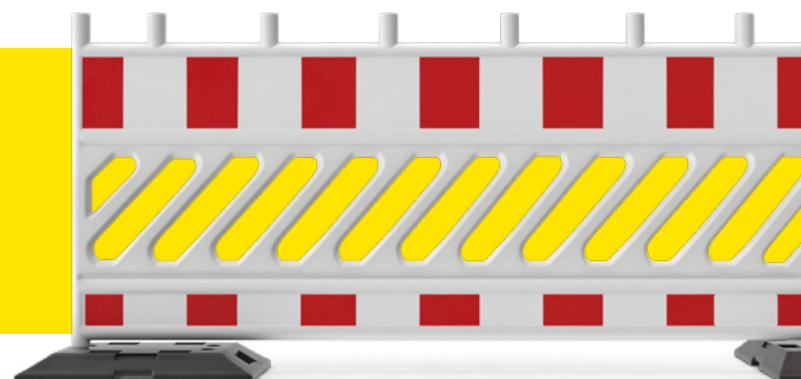
On the other hand, 32% of those who answered this question claimed that Takeuchi is not visible

at all in specialized media, which might indicate that the brand's visibility in this very specific type of media can definitely be improved in order to raise brand awareness among its targeted audience, worldwide.



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## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

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BOBCAT	20
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KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
<b>VOLVO</b>	<b>125</b>
WACKER NEUSON	132
YANMAR	139

# VOLVO

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, Volvo received **1,566 reviews from 118 countries from all around the world.** Most replies were received from the **United States**, followed by the **United Kingdom** in second place and **Sweden**, the country of origin.

# VOLVO

## 1 How do you consider this brand to be in general?

**Volvo received one of the best ratings in the survey.** With a **mean value of 3.7** on a scale from 1 as the basic level to 5 as the premium level, making it the 21st best-reviewed brand of the whole survey and the 9th best brand among construction brands.

Speaking for the brand quality classes, **55.7% of people consider Volvo as the premium brand.** With a big difference, 23.8% considers Volvo being a brand of medium quality and only a fifth of people admitted their so-far experience with Volvo brand,

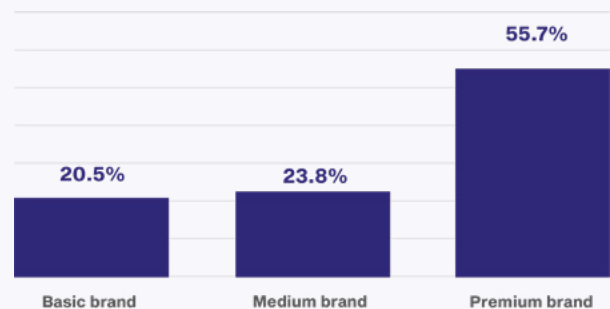
in general, being better negative considering Volvo to be a brand of basic quality.

No considerable differences in distribution were found on the level of individual regions. **All over the world, from 53% to almost 65% people opened up about their positive experience with Volvo** confirming it to be the brand of premium quality. Surprisingly, the best rating was provided by people from Oceania countries, but this could result from the relatively small represen-

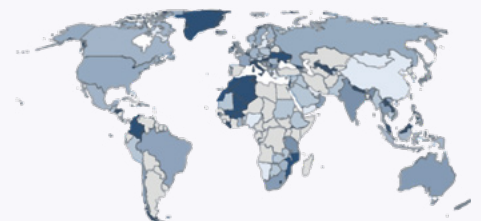
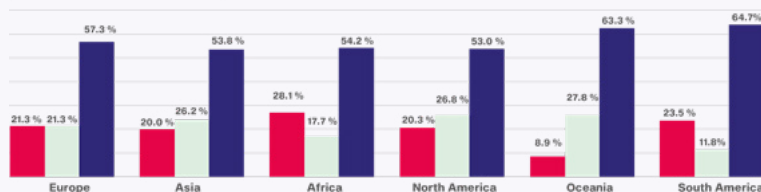
tation of the Australians and people from nearby countries compared to other regions.

In general, the results on **the country level indicate the country of origin does not necessarily mean people prefer the brand.** Though originally a Swedish brand, the Italians, the Hungarians and the Ukrainians (speaking for Europe) rate Volvo much better. In the rest of the world, Volvo is of high popularity mostly among people from North-West African countries.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



## VOLVO

## 2 How would you rate this brand's dealership network in your country?

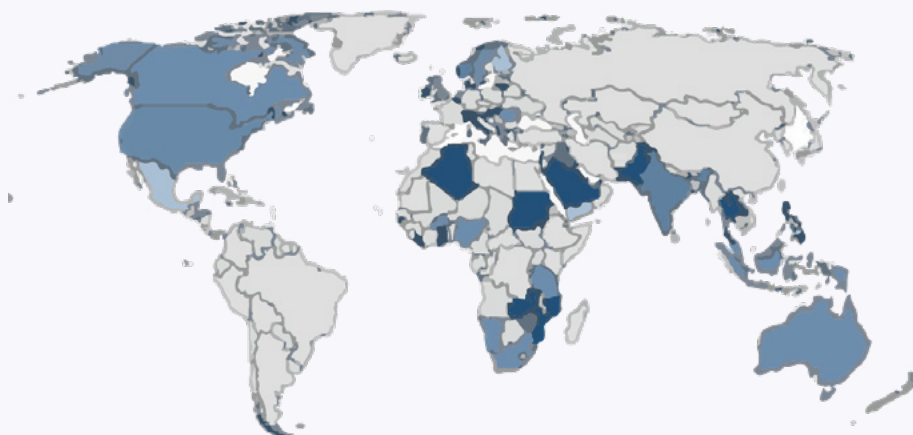
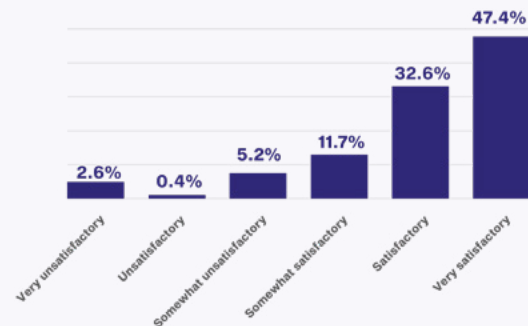
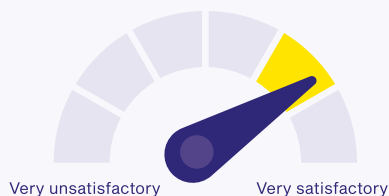
As the brand perception is mostly driven by an experience with not only products but also related services and dealership network, it is no surprise **Volvo received a very satisfying rating in dealership network evaluation**. On a scale from 1 as very unsatisfactory to 6 as very satisfactory, the **mean value was 5.13** - on the total rank of the brands of this survey, Volvo was considered to be the brand with 14. best dealership network - among construction brands only, the 6th one.

The results for individual levels show that **91.7% of people consider Volvo's dealership network better satisfactory - 47.4% even very satisfactory**. On the contrary, only 8.3% consider Volvo dealer dealership network unsatisfactory - compared to 47.4% for very satisfactory, there are **only 2.6% of replies stating Volvo's dealership to be very unsatisfactory**.

As the map of dealership network levels for each country shows, **the countries where the dealership**

**network is rated very satisfactory match with such a high general brand rating**. Therefore, we assume the brand evaluation and its image in general is of the most the result of dealers' services, their portfolio and accessibility. In this survey, excellent results are received in Italy, Hungary and Switzerland. Outside Europe, North-West African countries as well as MEA countries appear to dispose of excellent Volvo dealerships.

Dealership network satisfaction

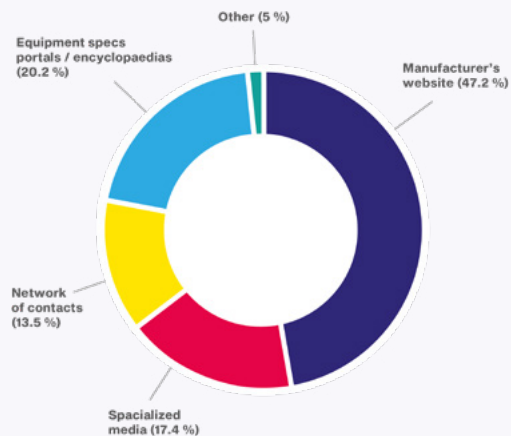


## VOLVO

### 3 Where do you mostly look for information about this brand and its products/services?

When searching for information about Volvo, the very first option that comes to mind to the vast majority of people is the official website - in the survey **almost 50% of respondents spoke for its good and clear content providing all necessary information.** Also, equipment specs portals or encyclopaedia dispose of Volvo-related high - quality content putting these channels on the second place of the rank.

**Specialized media and network of contact, however, still represent the very first choice** when searching for information about Volvo for about 30%.



### 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

In the previous question, 20.2% of surveyees claimed to prefer equipment specs portals and encyclopaedias prior to any other source. Asking for a specific portal, **LECTURA was mentioned by more than 70%** - simply by about 8 from 10 people. We are happy with this finding that supports the fact that our audience

has grown by 50% in the last two years and the portal is currently visited by more than 1 million users per month.

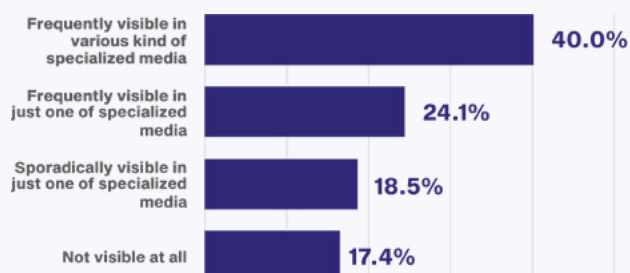




# VOLVO

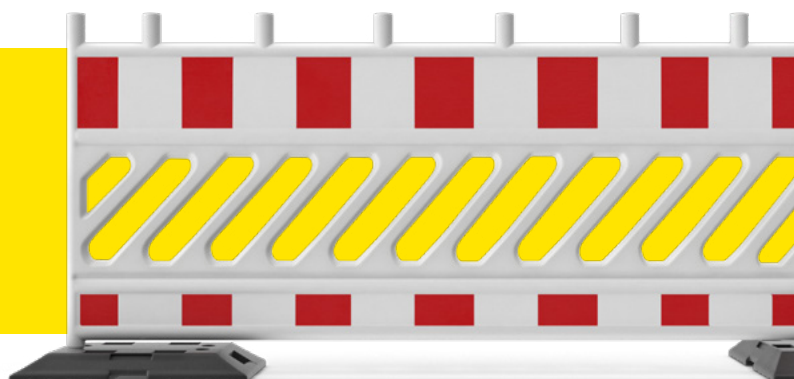
## 5 How do you consider this brand to be visible in the media?

To attract the people and make them perceive all the benefits the brand offers, the brand representatives should take into account the necessity of clear and understandable communication. Since mostly due to globalization the word-of-mouth is suppressed by modern ways of media (especially online). In the case of Volvo, on a global level the media visibility is as well as the dealership above-average. **40% of all survey-ees have been frequently seeing Volvo-related content in various kinds of specialized media.** A fourth frequently spots such content in at least just one of specialized media and about 18% at least sporadically. Yet, **Volvo still lacks to identify how to communicate its content to about 17% of people.**



This is where the free part of this detailed brand report ends.

We have the full package waiting for you — just let us know.





# Would you like to discover even more insights on your brand?

## The premium versions include additional questions (6-15) and the corresponding results:

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
12. What was communicated in these commercial ads?
13. Have you ever visited the webpage of the brand?
14. Have you found all the information that you were looking for on the webpage?
15. Please share a few things the brand you are currently evaluating can do better

**Would you like to purchase any of the premium reports? Do you have additional questions?**

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### Premium content

#### Individual brand report

- Get the full single company report, be it your company or 17 others
- Includes results for questions 1-15
- Over 30 pages of content
- Available reports to choose from: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**



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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
JCB	69
JOHN DEERE CONSTRUCTION	76
KOBELCO	83
KOMATSU	90
KUBOTA	97
LIEBHERR	104
MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
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# WACKER NEUSON

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Wacker Neuson received 334 reviews from 50 countries from all around the world.** Most replies were received from the **United States**, followed by the **United Kingdom** in second place and **Canada**. There are only 11% of the total replies form Germany, the country of origin of the brand.

# WACKER NEUSON

## 1 How do you consider this brand to be in general?

In this survey, Wacker Neuson ranked 53 out of 92 brands. Out of 46 construction brands, it ranked 22. Such rankings indicate **Wacker Neuson belongs rather to medium brands**. On the other hand, such a rating is calculated as a rough average. With the analyses on scale point level, the numbers bring more-detailed evaluation.

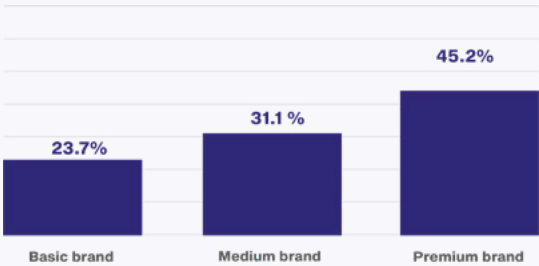
**45.2% of this survey respondents claimed it to be a premium brand** - compared to not even a third that would, based on their so-far experience, better describe Wacker Neuson as a medium brand. The remaining ca **24%, on the other hand, don't think the brand to be aspiring for higher standards**, and in this survey, these people described Wacker Neuson as a basic brand.

These results are based mainly on answers provided by people from Europe and North America, and in these regions, in general, no considerable differences compared to

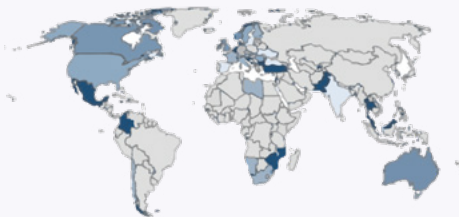
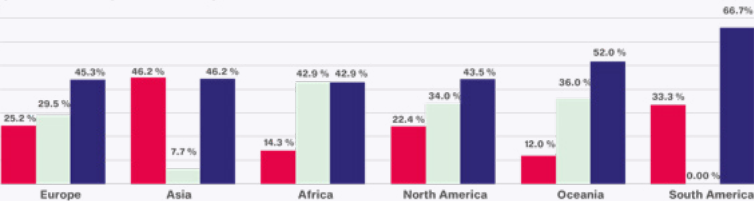
the global results appear. In both regions, circa 40% of people describe Wacker Neuson as a premium brand, 30% perceive it rather as a medium brand, and just over 20% of survey-ees consider Wacker Neuson as a basic brand. Apart from the fact that these regions were under-represented in the sample, the distribution of replies received in Oceania and South America also indicate a high rating. For example, more than 60% of South Americans think Wacker Neuson is a brand of premium quality. In Oceanic countries (including Australia), such percentage exceeds 50%. The results received in Asia and Africa are, as the graph indicates, quite contradictory - there is the same number of people that perceive Wacker Neuson as both premium and medium (Africa) or premium and basic (Asia). The explanation of this may lay in the country-level analyses. Both Africa and Asia are large continents - basically, for each manufacturer, it is always quite a demanding challenge to cover such a large market. For example,

the shades on the cartograph show Wacker Neuson excels in south-east Africa (Mozambique, Zimbabwe), but the respondents from South Africa show lower satisfaction - the similarity could be observed also in Asia. However, if we focus primarily on the countries where Wacker Neuson received higher ratings, there are Turkey, Pakistan and Thailand in Asia; Benelux countries and Bulgaria in Europe; Colombia and Mexico in America. On the other hand, on the opposite end of the rank is, for example, Spain, Ukraine and India. Notably to say, although in these countries, we can deduce the results explicitly, it is worthy to say that missing data could sometimes serve as an indicator of in general low brand awareness. Also, a factor that affects the overall perception of brand quality.

Average brand evaluation



● Premium brand ● Medium brand ● Basic brand



# WACKER NEUSON

## 2 How would you rate this brand's dealership network in your country?

As the dealer and their behaviour towards clients usually have a huge impact on how the customers perceive the brand in general, it is good for Wacker Neuson that **most survey respondents consider the dealership network in their country satisfactory**. There are even 22.4% that would even say very satisfactory. On the other hand, ca **12% would prefer some improvement, but in general, cannot complain**.

Though it was not directly defined in the survey, presumably, Wacker Neuson dealers are easily accessible, know their clients and their needs and

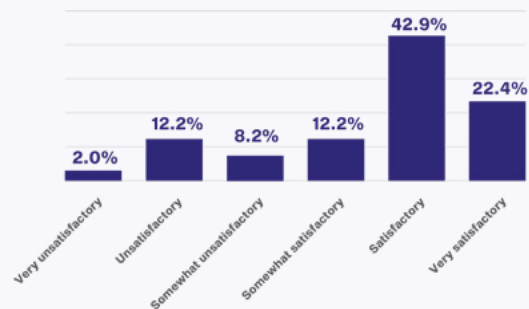
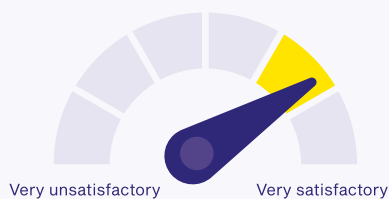
understand the machines and other products. Even some kind of advice or client service is good to have. In sum, the satisfaction with a local dealer is always the result of several factors, but for Wacker Neuson the good news is the dealers handle them quite properly. **Compared to 77.5% of satisfied people, there are only 22.5% that are unsatisfied with the Wacker Neuson dealership - and only 2% very unsatisfactory.**

Translated to the scale where one goes for very unsatisfactory and 6

for very satisfactory, **the mean value for Wacker Neuson is 4.49** - again, speaking for satisfied clients.

Of the survey data where people were both willing to share their country origin and their opinion on the Wacker Neuson dealership network, we can conclude that **the Canadians are the most satisfied** compared to other nations. They are then followed mainly by the Europeans and the Indians. On the contrary, in the United States, the satisfaction level was lower.

Dealership network satisfaction



# WACKER NEUSON

## 3 Where do you mostly look for information about this brand and its products/services?

In general, people are much more open and demonstrate more positive attitudes to things they are well aware of and dispose of enough information about them. In the case of Wacker Neuson, there is one source whose preference far exceeds the preference of other sources. According to our survey respondents, **the very first channel where they search for information about Wacker Neuson is the official website**. A clearly sorted and user-friendly built webpage guarantees that people perceive the brand as reliable and open towards customers' needs.

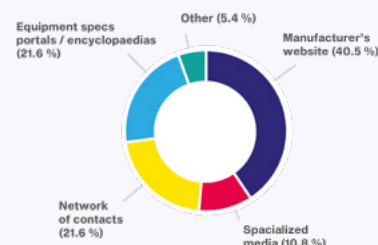
Even though the official website is the most popular channel, not the only one. Also, **21.6% of respondents**

**would better go for equipment specs portals or encyclopaedias**. When looking for such encyclopaedia, seven from ten people will choose LECTURA Specs over the other possibilities. If one imagines how many model details and technical data such encyclopaedia contains (in the case of LECTURA, it is more than 160k), the most advantageous thing is to easily find the specs directly and even compare a variety of models - from an independent source.

As word of mouth is of a high value among people interested in Wacker Neuson brand, 21.6% (the same as marked the specs portals) in need of more information rely on their network of contacts. For some, knowing

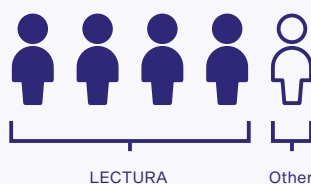
about the experience of others is the most reliable indicator of a brand or its product quality.

On the very last position of the rank is specialized media (10.8%). However, 5.4% of surveyees claimed they look for information otherwise. It is also possible people use advertisements, social networks, discussion forums and visit trade shows to get to know more.



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

We asked the respondents what kind of specialized media or equipment specs portals they prefer. The results show that 7 out of 10 people prefer LECTURA over any other source of data. We are happy with the findings, our database LECTURA Specs provides reliable information for more than 1 million visitors every month.



# WACKER NEUSON

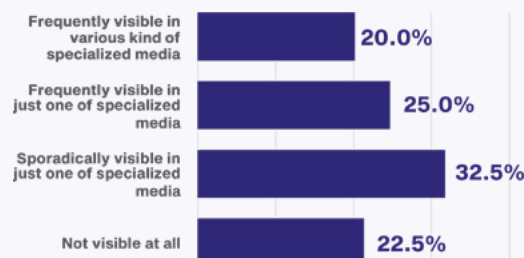
## 5 How do you consider this brand to be visible in the media?

Actually, the accessibility of Wacker Neuson related content also relates to the volume of the content in a variety of media. As the results reveal, most surveys encounter such content only sporadically and in just one of specialized media. Though publishing in other media usually costs something, brands should better think about such investments, because at least in this survey, highly visible brands usually received the best ratings.

On the other hand, though that was the frequently chosen reply, taking together two of the remaining, there is still **45% that has spotted the content in various media**, yet less than half of these in more than one.

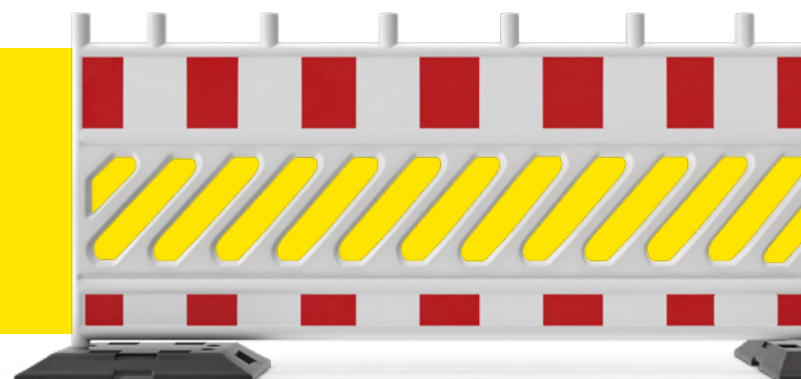
If we take it from the other end of the imaginary continuum, **22.5% consider Wacker Neuson not to be visible at all**. If this happens, the brand should better search for who such people are. If these are people of a specific country/region or any

segment of the target group, such media invisibility may result in serious problems. From a more positive perspective, if these people do not belong to any of the current target groups, one may think about finding a completely new audience interested in Wacker Neuson related information.



This is where the free part of this detailed brand report ends.

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✓ **Premium versions**



# Would you like to discover even more insights on your brand?

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**Premium content**

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# Where now?

## PART 1

INTRODUCTION	4
--------------	---

## PART 2

EXECUTIVE SUMMARY	9
-------------------	---

## PART 3

GLOBAL RESULTS: CONSTRUCTION & LIFTING	14
---	----

### DETAILED BRAND REPORT:

BOBCAT	20
BOMAG	27
CASE	34
CATERPILLAR	41
DOOSAN	48
HITACHI	55
HYUNDAI	62
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MANITOU	111
TAKEUCHI	118
VOLVO	125
WACKER NEUSON	132
YANMAR	139

# YANMAR

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, **Yanmar received 464 reviews from 64 countries from all around the world.** Most replies were received from the United States, followed by Australia in second place and the United Kingdom.

# YANMAR

## 1 How do you consider this brand to be in general?

Almost half of the respondents who chose to rate the Japanese manufacturer (**46.3%**) have a **very good opinion about Yanmar's products and services, and labeled the brand as a premium**. The rest see it as a medium brand (33.2%) and as a basic one (20.5%).

Although people's perception about this particular brand is generally a good one, it can definitely be improved with the necessary amount of effort towards increasing brand awareness, as the personal opinion of customers has a direct impact on the purchase decision.

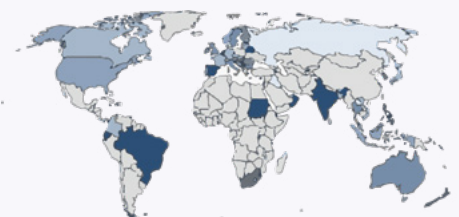
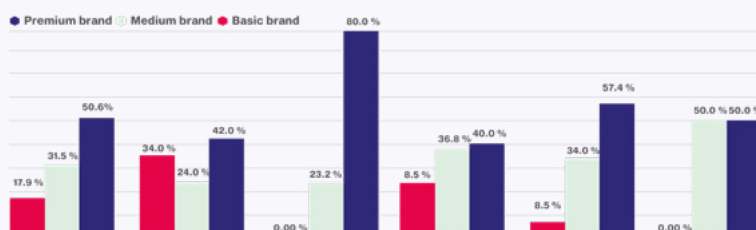
On a scale from 1 as the basic level to 5 as the premium level, **Yanmar reg-**

**istered a score of 3.52**, which shows that people are perceiving the brand quality on upper levels. This means that **5 from 10 survey respondents rated the brand as being one of premium quality**, and only 2 from 10 people rated the brand as of a basic quality.

The geographical distribution of the results and the differences in brand evaluation in different parts of the world revealed some interesting insights. Surprisingly, according to the graphic below, the best **evaluation for Yanmar was received from respondents in Africa**: 80% of them indicated that, in their opinion, Yanmar is a premium brand. Other good reviews were received from Oceania (57.4%) and Europe (50.6%) who also rated

the brand as premium. Even more surprisingly, **only 20% of respondents from Asia (Yanmar's continent of origin) said that the brand is premium**. Moreover, the vast majority of respondents from Asia (34%) rated the brand as basic, followed by those in North America (23.2%) and Europe (17.9%).

Average brand evaluation



# YANMAR

## 2 How would you rate this brand's dealership network in your country?

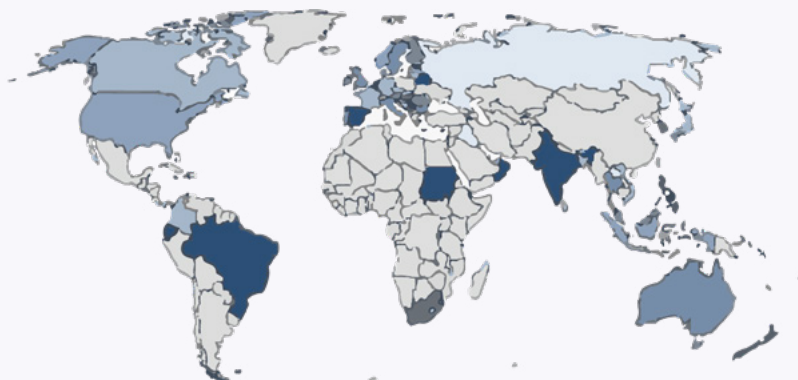
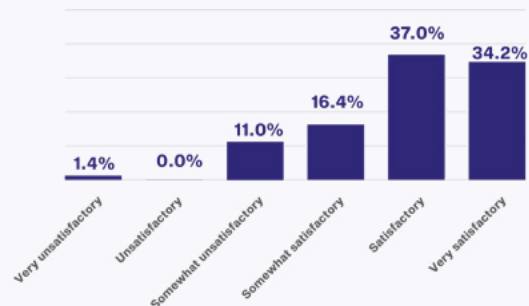
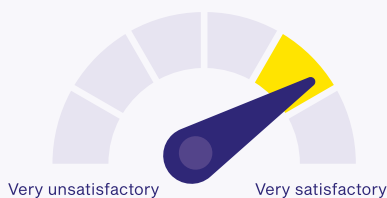
The answers received to this particular question indicated that Yanmar's dealership network (product portfolio, services, level of interaction with the customers) is **quite well represented worldwide. Most of those questioned (37%) rated Yanmar's dealers in their country of origin as satisfactory**, and another 34.2% declared that they are very satisfied and have nothing to complain about, which shows that the brand is well represented globally, from this point

of view. This general opinion is also confirmed by the very small percentage of surveyees who reviewed it as being very unsatisfactory - just 1.4%.

Regarding specific regions and countries, **the most satisfied respondents come from Europe** (Bulgaria, France, Hungary, Sweden, Portugal and Romania), **Asia** (Philippines, South Korea, Vietnam and Sri Lanka), **South Africa** and **Australia**. On the other hand, there are still a couple of coun-

tries (for example, Slovakia) showing that there is still room for improvement. Also, there are many countries from which we lack data.

Dealership network satisfaction



# YANMAR

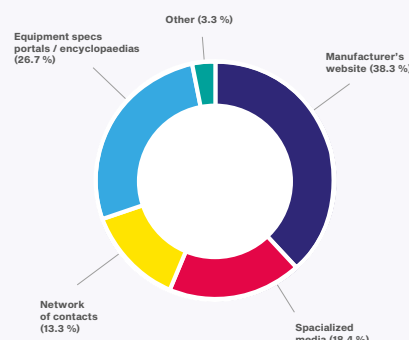
## 3 Where do you mostly look for information about this brand and its products/services?

According to the results, when looking for information about Yanmar's activity, products&services, launches, etc., **most people (38.3%) rely on the manufacturer's website**. Taking into consideration that a brand's web page should be the number one channel of communication with its audience, as it contains info that comes straight from the source, this percentage is quite small. This means that these figures can be improved by the brand's representatives by enriching the content on the website, updating to date info or simply making the website easier to navigate.

**Surprisingly, the second most popular source of data among Yanmar's audience is represented by equipment specification portals/encyclopaedias:**

26.7% of those questioned said that it's their first option when looking for detailed info about the brand's machines. Specialized media (18.3%) and respondents' own network of contacts (13.3%) are the last sources of info that they use when wanting to find out more about Yanmar's activity. These last results indicate that most likely, Yanmars is either not very well represented in the press, or its audience just does not consider it as a reliable source of information; also very few of those questioned rely on their own sources and use the contacts they gathered on Yanmar's conferences, events or meetings when they need to find relevant info about the brand's activity.

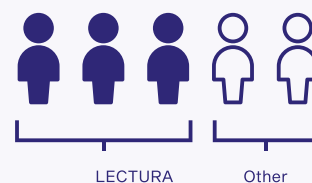
**To sum up, respondents clearly showed the biggest interest in digital possibilities (website) regarding the acquisition of information for Yanmar machines, which means that they find this particular source as being the most trustworthy and with the most relevant info.**



## 4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

According to the results from the previous question, 38.3% of respondents prefer to look up information about Yanmar on the manufacturer's website and another 26.7% of them on equipment specs portals and encyclopaedias. When asked to specify such portals and media, **58.3% of survey participants - roughly 6 out of 10 users - picked LECTURA prior to**

**any other source.** We are happy with this finding that supports the fact that our audience has grown by 50% in the last two years and that LECTURA Specs is currently visited by over 1.2 million users every month.



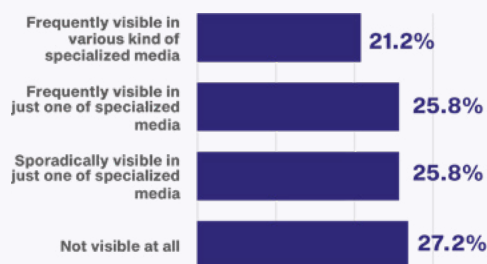
# YANMAR

## 5 How do you consider this brand to be visible in the media?

The **biggest part of respondents (27.2%) claimed that Yanmar is not visible at all in the media**, which does not come exactly as a big surprise, if we take into consideration the replies gathered to one of the previous questions that placed specialized media only as a 3rd source of info that they use when looking for relevant data about the brand.

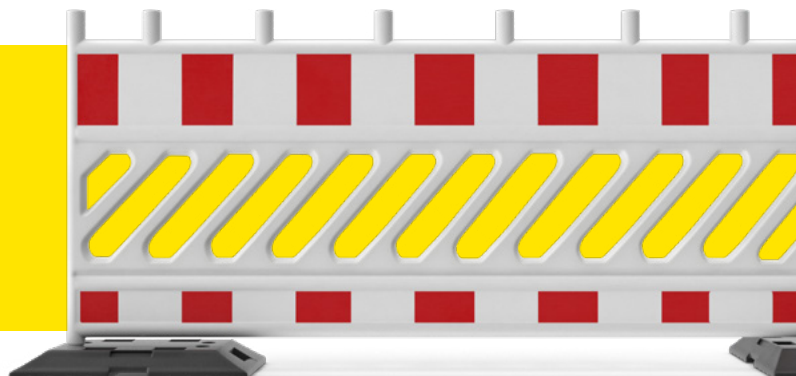
However, similar and even identical results were registered among those who claimed that the Japanese manufacturer is frequently visible in just one of specialized media (25.8%) and sporadically visible in just one of specialized media (25.8%). Same goes for those who stated that Yanmar is frequently visible in various kinds of specialized media (21.2%) – **bringing the total brand awareness in specialized media to 72.7%**.

The little differentiation between all the above mentioned percentages might be a good indicator that, when it comes to visibility on specialized media in order to raise brand awareness and connect better with its audience, **there is plenty of room for improvement for Yanmar.**



This is where the free part of this detailed brand report ends.

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**The premium versions include additional questions (6-15) and the corresponding results:**

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
12. What was communicated in these commercial ads?
13. Have you ever visited the webpage of the brand?
14. Have you found all the information that you were looking for on the webpage?
15. Please share a few things the brand you are currently evaluating can do better

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