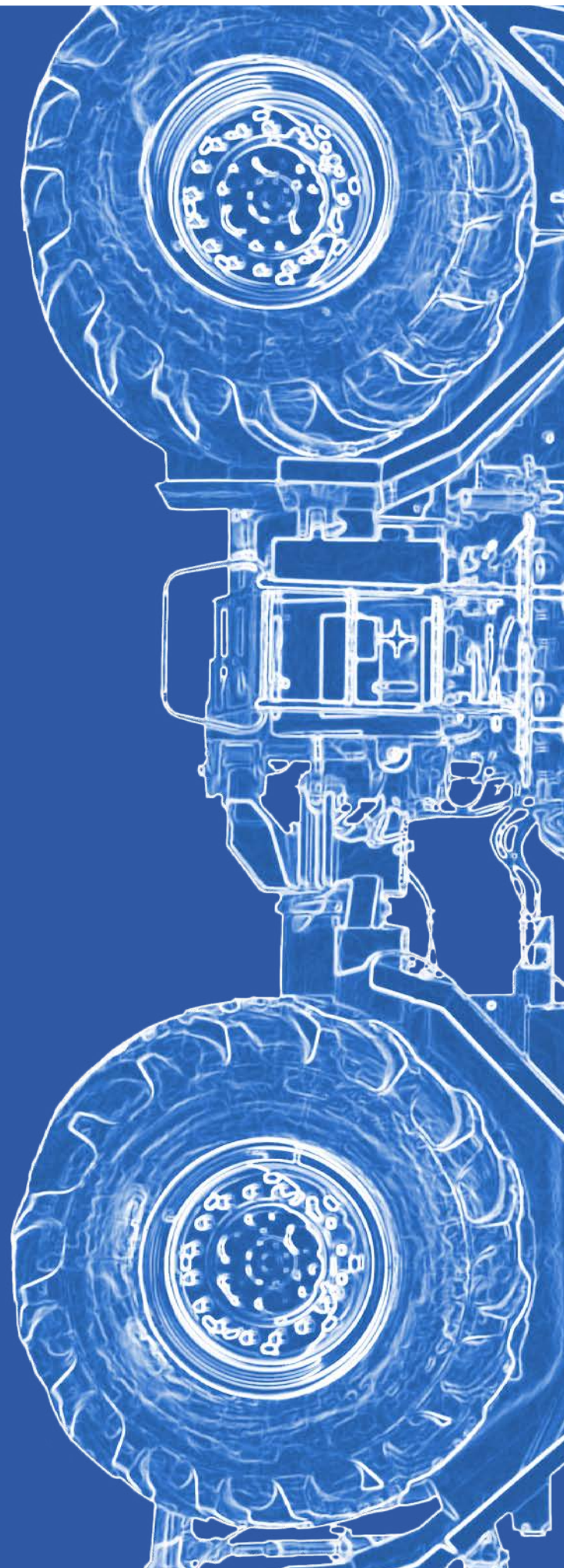


Rating Report – Brand Reliability

The source for the rating survey was LECTURA Specs, a highly specialised platform for equipment specialists to source equipment information.

LECTURA Specs generates a **monthly** traffic of around 250.000 sessions, with almost 400.000 machines checked from dozens of countries.

Making it the perfect place for such a survey. The fact that 58% of this traffic comes from end-users makes Specs an ideal place for such a survey.



How was the survey conducted?

When a user checked a specific model, they received the following question:

„Have you ever operated this machine?“

If the answer was **yes**, then the follow up question was:

“How likely are you to recommend this machine? From 0-10.“

The last question asked them to explain why.

If the user responded **no** to the first question, we then asked:

“How reliable do you consider the brand of this machine to be? From 0-10.“

We then asked them to explain why.

Between October 2017 and March 2018, we received a total of 35.500 replies.

This revealing report focuses on the 7088 brand reliability ratings from people who have not operated the specific machine they were looking at on LECTURA Specs.

While this segment may only have limited experience with a specific brand, their impressions, opinions and mental images of that brand are still extremely important.

Ratings were collected from over 200 countries, but the majority (70%) came from these:

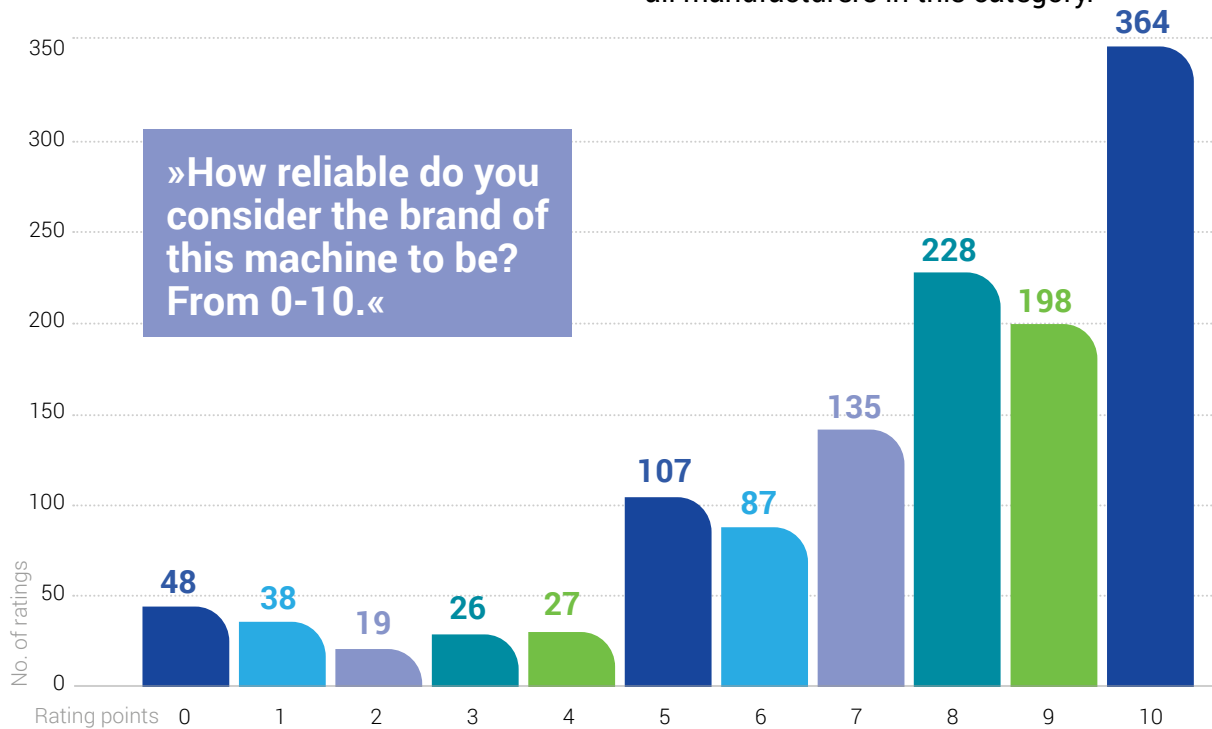
Argentina
Belgium
Canada
Chile
Colombia
Finland
France
Germany
Hungary
Italy
Mexico

Netherlands
Peru
Poland
Portugal
Romania
Russia
Spain
Sweden
United Kingdom
United States

Overview

34 manufacturers of crawler excavators were available to rate and enough data was collected to sufficiently evaluate 15 of them.

Users provided a total of 1277 ratings of crawler excavators, with an average score of 7,38 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Case	42	7,07
Case Poclain	13	6,92
Caterpillar	252	7,7
Doosan	100	7,26
Fiat-Hitachi	32	6,31
Hitachi	83	7,59
Hyundai	123	7,53
JCB	72	7,4
Kobelco	46	7,28
Komatsu	131	7,89
Liebherr	94	7,6
New Holland	31	6,58
O&K	16	7,44
Takeuchi	14	7,36
Volvo	148	7,49

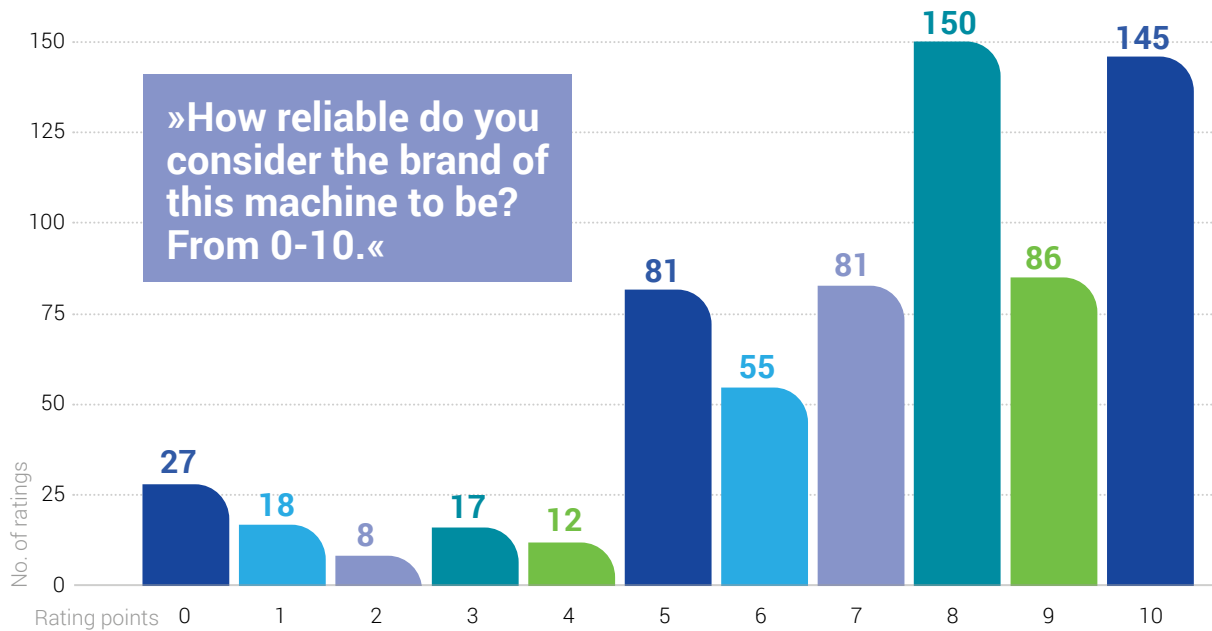
The following manufacturers did not get enough ratings for a reliable evaluation:

- | | |
|---------------|---------------|
| Akerman-Volvo | Neumeier |
| Atlas | Neuson |
| Bobcat | Samsung |
| Eurocomach | Schaeff |
| Fiat Kobelco | Sennebogen |
| Furukawa | Terex |
| Hanix | Terex-Schaeff |
| Hidromek | Wacker-Neuson |
| Kubota | Yanmar |
| Mecalac | |

Overview

36 manufacturers of mini excavators were available to rate and enough data was collected to sufficiently evaluate 18 of them.

Users provided a total of 680 ratings of mini excavators, with an average score of 7,15 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Bobcat	57	7
Case	15	7,07
Caterpillar	50	7,9
Doosan	15	7,47
Hitachi	30	6,6
Hyundai	15	6,6
JCB	64	7,25
Kobelco	12	8,58
Komatsu	72	6,53
Kubota	74	7,11
Neuson	23	7,09
New Holland	14	7,5
Pel-Job	11	7,91
Takeuchi	26	7,69
Terex-Schaeff	22	6,27
Volvo	38	6,84
Wacker-Neuson	36	7,89
Yanmar	58	7,43

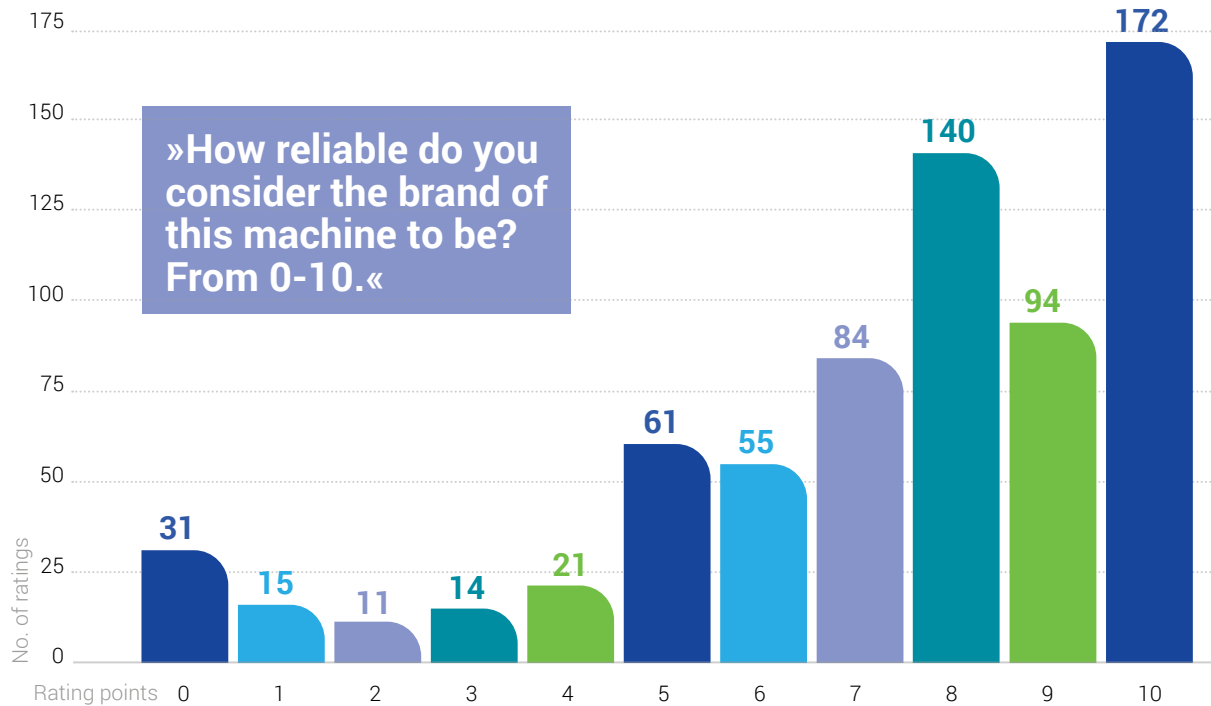
The following manufacturers did not get enough ratings for a reliable evaluation:

- Airman
- IHlmer
- Atlas
- Messersi
- Cams
- MF Industrial
- Eurocomach
- Neumeier
- Fiat Kobelco
- O&K
- Fiat-Hitachi
- Powerfab
- Gehlmax-IHI
- Schaeff
- Hanix
- Terex
- Hinowa
- Terex-Fermecc

Overview

51 manufacturers of wheel loaders were available to rate and enough data was collected to sufficiently evaluate 15 of them.

Users provided a total of 698 ratings of wheel loaders, with an average score of 7,27 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Atlas	14	6,07
Case	29	6,28
Caterpillar	150	7,83
Doosan	32	7,44
Fiat-Hitachi	10	6,8
Hanomag	26	6,62
Hitachi	15	6,6
Hyundai	41	7,61
JCB	21	6,76
Komatsu	66	7,92
Kramer	50	6,74
Liebherr	38	7,16
New Holland	14	8,07
O&K	16	5,19
Volvo	96	7,16

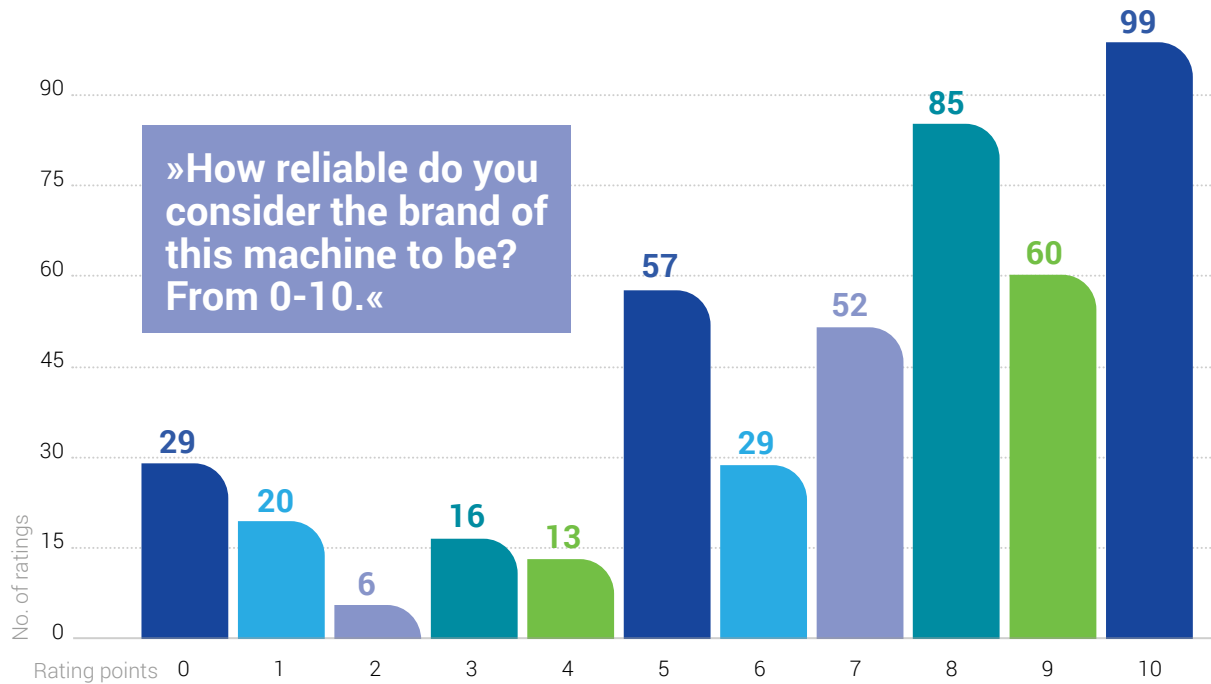
The following manufacturers did not get enough ratings for a reliable evaluation:

- Ahlmann
- Atlas-weycor
- Avant Tecno
- Bobcat
- Dressta
- Fiat Kobelco
- Furukawa
- Gebr. Geens
- Gehl
- Giant
- Hidromek
- Hydrema
- JOLLY
- Kubota
- Manitou
- Mecalac
- Michigan
- Multione
- Mustang
- Palazzani
- Paus
- Pel-Job
- Samsung
- Schaeff
- Schäffer
- Striegel
- Takeuchi
- Terex
- Terex-Kaelble
- Terex-Schaeff
- Uranos
- Venieri
- Wacker-Neuson
- Weidemann
- weycor
- Yanmar

Overview

33 manufacturers of front-forklifts diesel were available to rate and enough data was collected to sufficiently evaluate 13 of them.

Users provided a total of 466 ratings of front-forklifts diesel, with an average score of 6,79 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Caterpillar	59	6,95
Clark	24	6,63
Hyster	24	6,46
Hyundai	13	8,08
Kalmar	97	7,42
Komatsu	25	6,68
Linde	27	6,67
Mitsubishi	57	6,32
Nissan	11	6,45
Still	16	4,88
TCM	16	7,38
Toyota	25	6,76
Yale	17	5,24

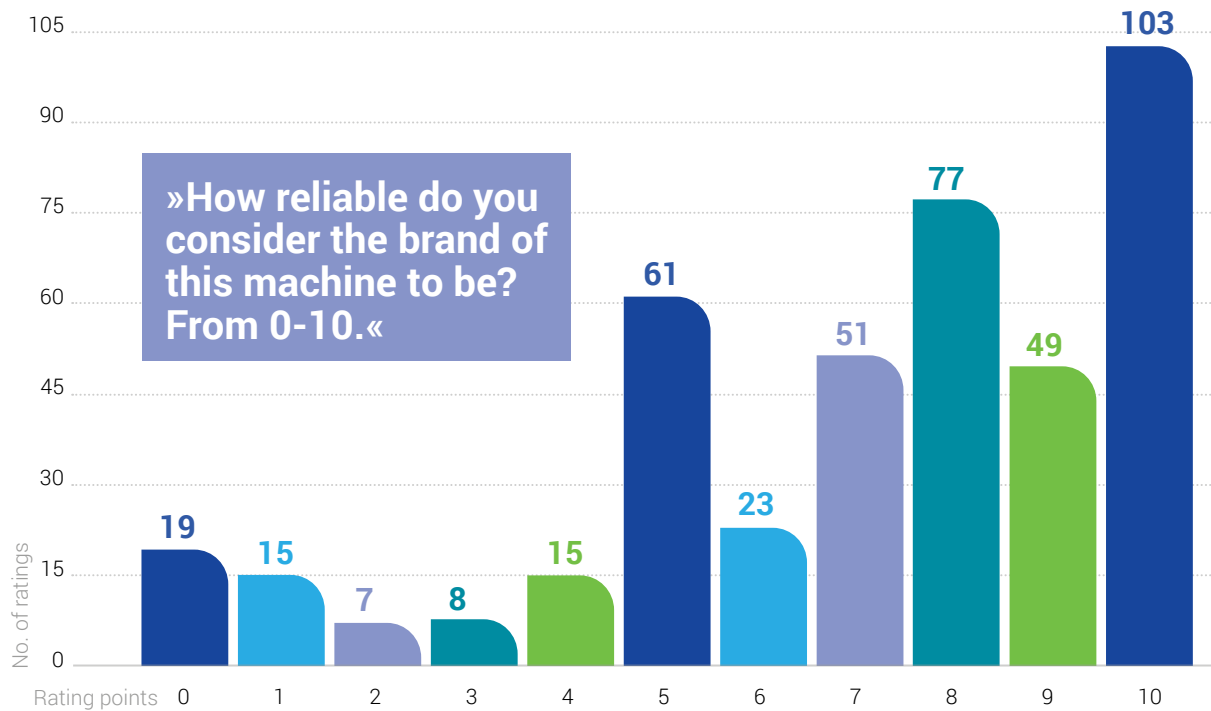
The following manufacturers did not get enough ratings for a reliable evaluation:

- | | |
|--------------|-------------|
| Artison | Manitou |
| Belet | Maximal |
| Cesab | Nuova Detas |
| DanTruck | OM-Pimespo |
| Doosan | OMG |
| Halla | Patria |
| Heden | Samsung |
| Heli | SMV |
| Jungheinrich | Steinbock |
| Lugli | SVETRUCK |

Overview

30 manufacturers of wheel excavators were available to rate and enough data was collected to sufficiently evaluate 15 of them.

Users provided a total of 428 ratings of wheel excavators, with an average score of 7,01 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Atlas	17	5,35
Case	19	6,21
Case Poclain	25	7,36
Caterpillar	40	7,3
Doosan	23	7,57
Fiat-Hitachi	13	7,62
Hitachi	11	8,64
Hyundai	14	7,5
Komatsu	41	6,68
Liebherr	64	7,83
Mecalac	26	6,54
New Holland	9	7,44
O&K	36	6,11
Terex-Schaeff	13	6,85
Volvo	22	6,77

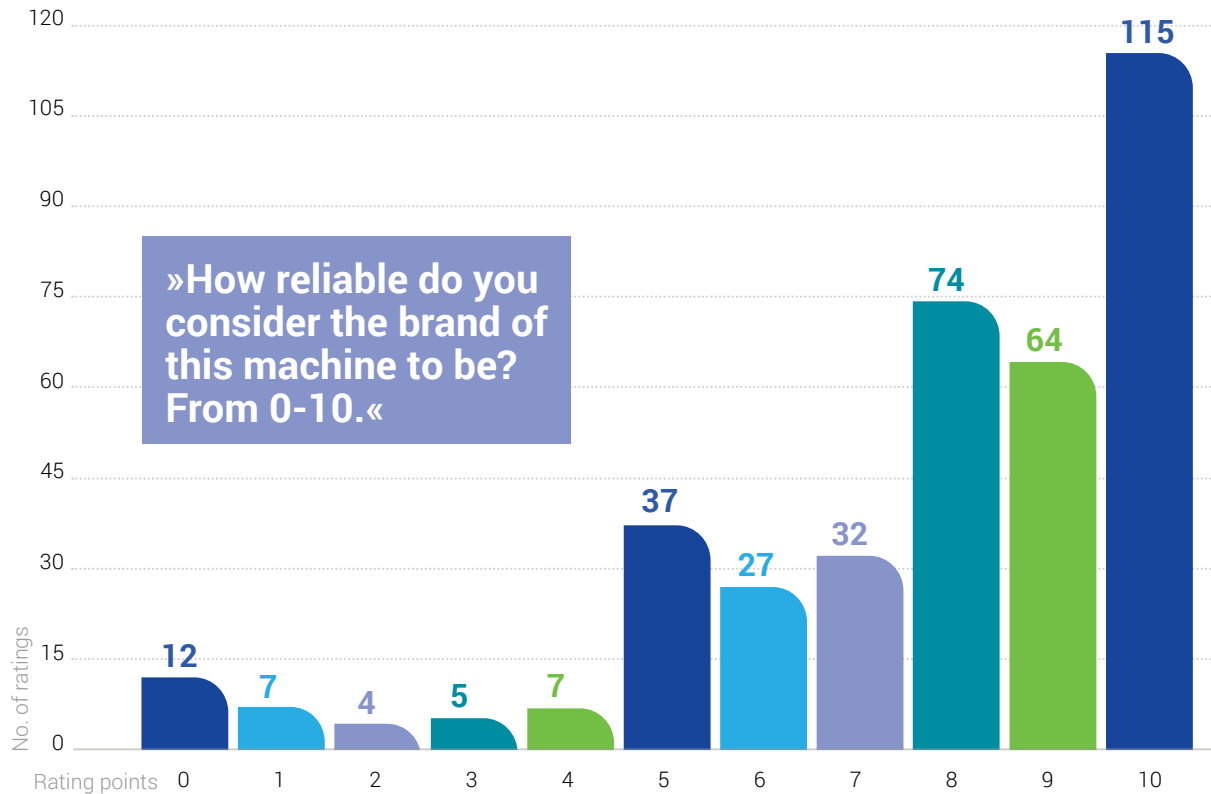
The following manufacturers did not get enough ratings for a reliable evaluation:

- Fiat Kobelco
- Pel-Job
- Fuchs
- Schaeff
- Furukawa
- Sennebogen
- Gallmac
- Takeuchi
- Hydrema
- Terex
- JCB
- Terex-Fuchs
- Kramer
- Wacker-Neuson
- Neuson

Overview

16 manufacturers of hydraulic loading cranes were available to rate and enough data was collected to sufficiently evaluate 5 of them.

Users provided a total of 384 ratings of hydraulic loading cranes, with an average score of 7,67 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Amco Veba	18	7,28
Effer	12	6,17
Fassi	193	7,65
Hiab	78	7,99
Palfinger	52	8,29

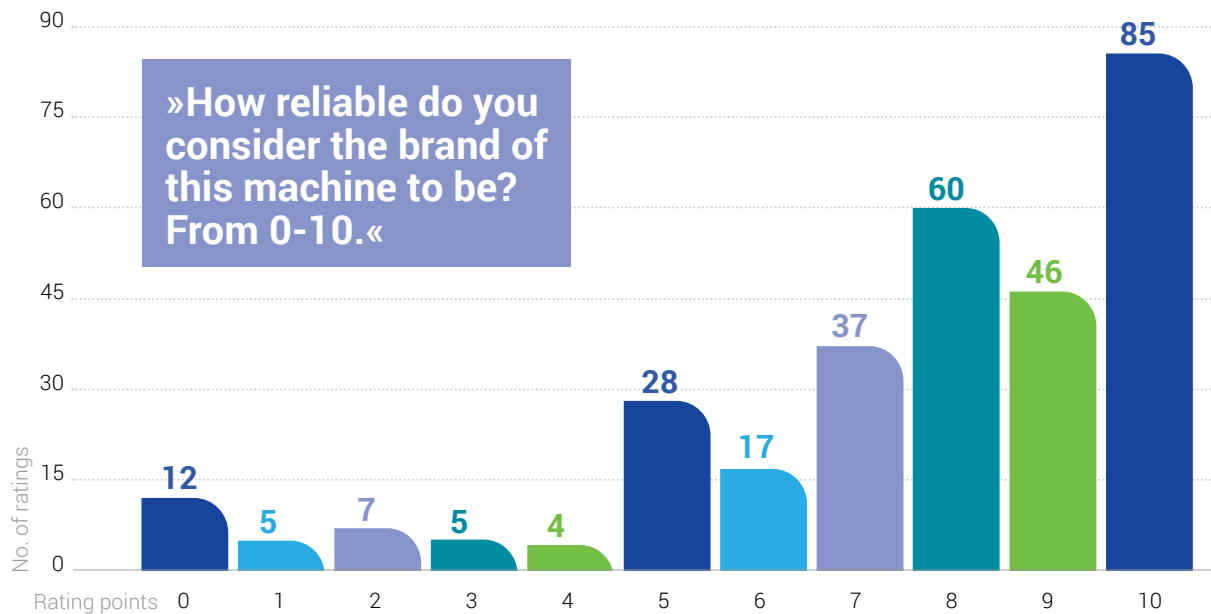
The following manufacturers did not get enough ratings for a reliable evaluation:

- | | |
|------------|---------|
| Airone | Guerra |
| Atlas | HMF |
| Benelligru | MKG |
| COPMA 2000 | Ostroj |
| Cormach | T-Atlas |
| Ferrari® | |

Overview

25 manufacturers of skid steer loaders were available to rate and enough data was collected to sufficiently evaluate 7 of them.

Users provided a total of 306 ratings of skid steer loaders, with an average score of 7,50 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Bobcat	99	7,67
Case	57	7,46
Caterpillar	17	7,88
Hyundai	13	8,15
JCB	23	6,91
Komatsu	17	7,47
New Holland	33	8,09

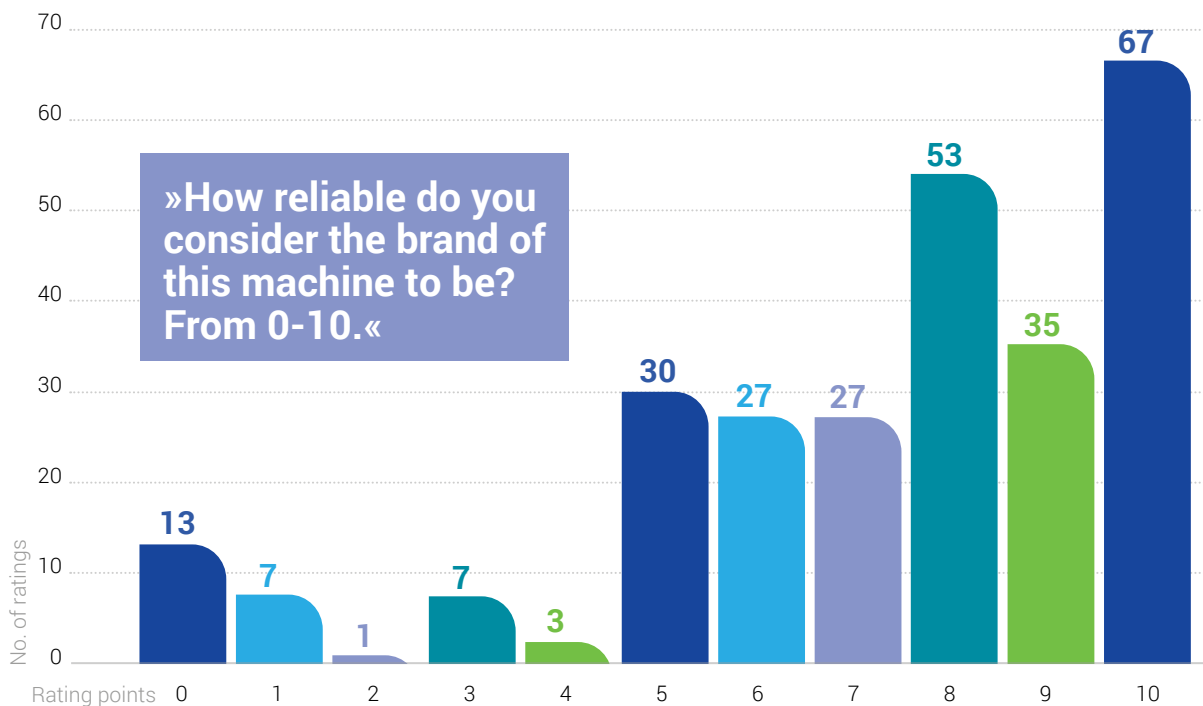
The following manufacturers did not get enough ratings for a reliable evaluation:

- ASV
- Ausa
- BELLE (HK-Belle)
- Doosan
- Eurocomach
- Fiat Kobelco
- Fiat-Hitachi
- Gehl
- JOLLY
- MF Industrial
- Mustang
- Neuson
- Takeuchi
- Terex
- Terex-Fermec
- Terex-Schaeff
- Volvo
- Wacker-Neuson

Overview

22 manufacturers of backhoe loaders were available to rate and enough data was collected to sufficiently evaluate 8 of them.

Users provided a total of 270 ratings of backhoe loaders, with an average score of 7,23 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Case	46	7,2
Caterpillar	43	7,44
Fiat-Hitachi	12	6,33
JCB	21	7
Komatsu	27	7,33
New Holland	13	8,46
Terex	30	7,5
Terex-Fermec	30	6,27

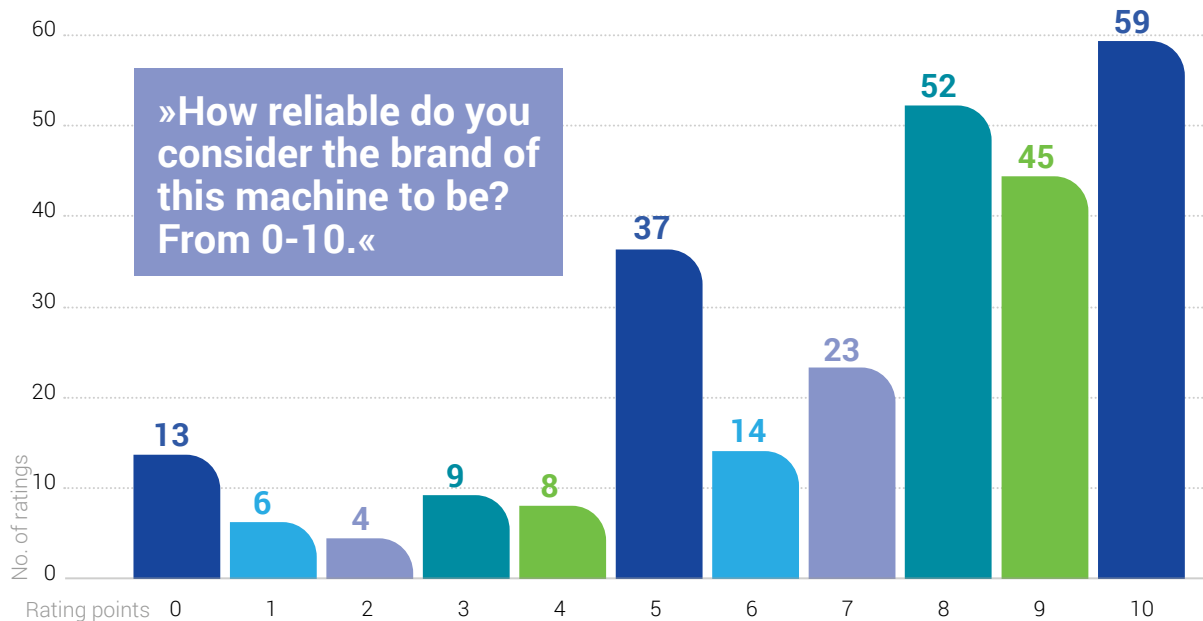
The following manufacturers did not get enough ratings for a reliable evaluation:

- Ahlmann
- Dressta
- Eurocomach
- Fiat Kobelco
- Haulotte
- Hidromek
- Huddig
- Hydrema
- Kramer
- Mecalac
- Palazzani
- Terex-Schaeff
- Venieri
- Volvo

Overview

27 manufacturers of telescopic handlers were available to rate and enough data was collected to sufficiently evaluate 7 of them.

Users provided a total of 270 ratings of telescopic handlers, with an average score of 7,09 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Bobcat	7	7,29
Caterpillar	19	8,47
Dieci	11	5,73
JCB	49	7,31
Manitou	81	7,19
Merlo	40	7,25
New Holland	11	6,55

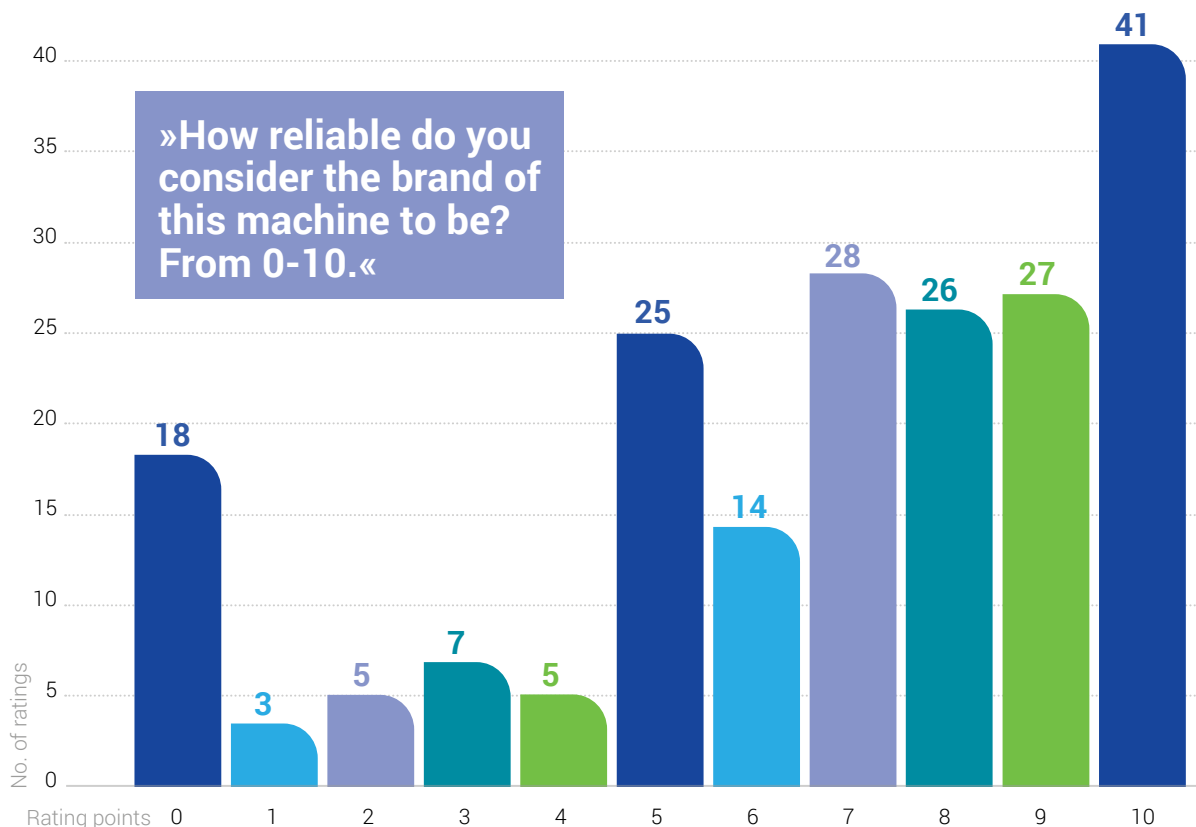
The following manufacturers did not get enough ratings for a reliable evaluation:

- | | |
|------------------|-----------------|
| Ahlmann | JLG |
| Ausa | Komatsu |
| Case | Kramer |
| Case IH | Liebherr |
| Claas | Manufarm |
| DEUTZ-FAHR | Massey Ferguson |
| Doosan | Skyjack |
| Faresin Handlers | Terexlift |
| Genie | Wacker-Neuson |
| Haulotte | Weidemann |

Overview

36 manufacturers of electric front-forklift trucks were available to rate and enough data was collected to sufficiently evaluate 7 of them.

Users provided a total of 199 ratings of electric front-forklift trucks, with an average score of 6,63 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Clark	14	7,57
Linde	16	6,06
Nissan	10	5,3
OM-Pimespo	15	6,47
Still	26	7,58
Toyota	31	6,58
Yale	13	5,54

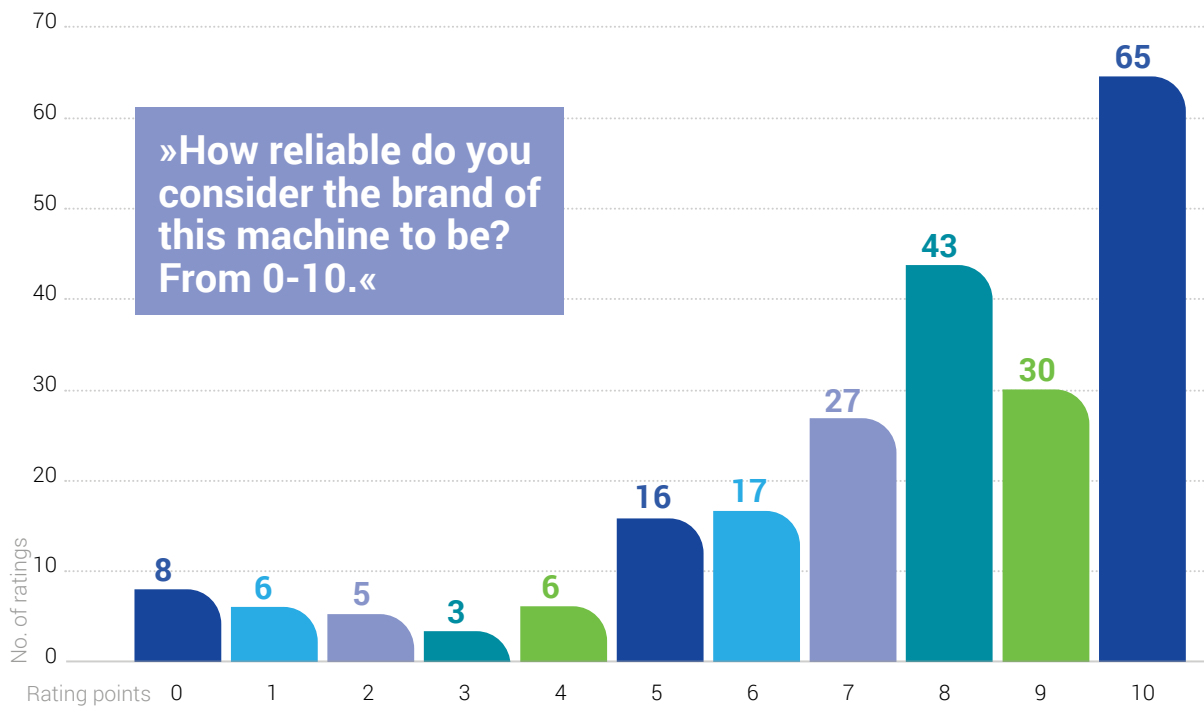
The following manufacturers did not get enough ratings for a reliable evaluation:

- | | |
|--------------|---------------|
| Artison | Kalmar |
| Atlet | Komatsu |
| Balkancar | Levante |
| Belet | Manitou |
| Carer | Maximal |
| Caterpillar | Mitsubishi |
| Cesab | Montini |
| Crown | Nuova Detas |
| CTC | OMG |
| Doosan | Raniero |
| Fimsa | Sichelschmidt |
| Heli | Steinbock |
| Hyster | TCM |
| Hyundai | Tecna |
| Jungheinrich | |

Overview

14 manufacturers of single-drum rollers were available to rate and enough data was collected to sufficiently evaluate 7 of them.

Users provided a total of 226 ratings of single-drum rollers, with an average score of 7,45 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Ammann	11	7,64
Bomag	63	7,4
Caterpillar	51	7,47
Dynapac	30	7,03
Hamm	30	8,17
JCB-Vibromax	15	6,8
Volvo	14	8,43

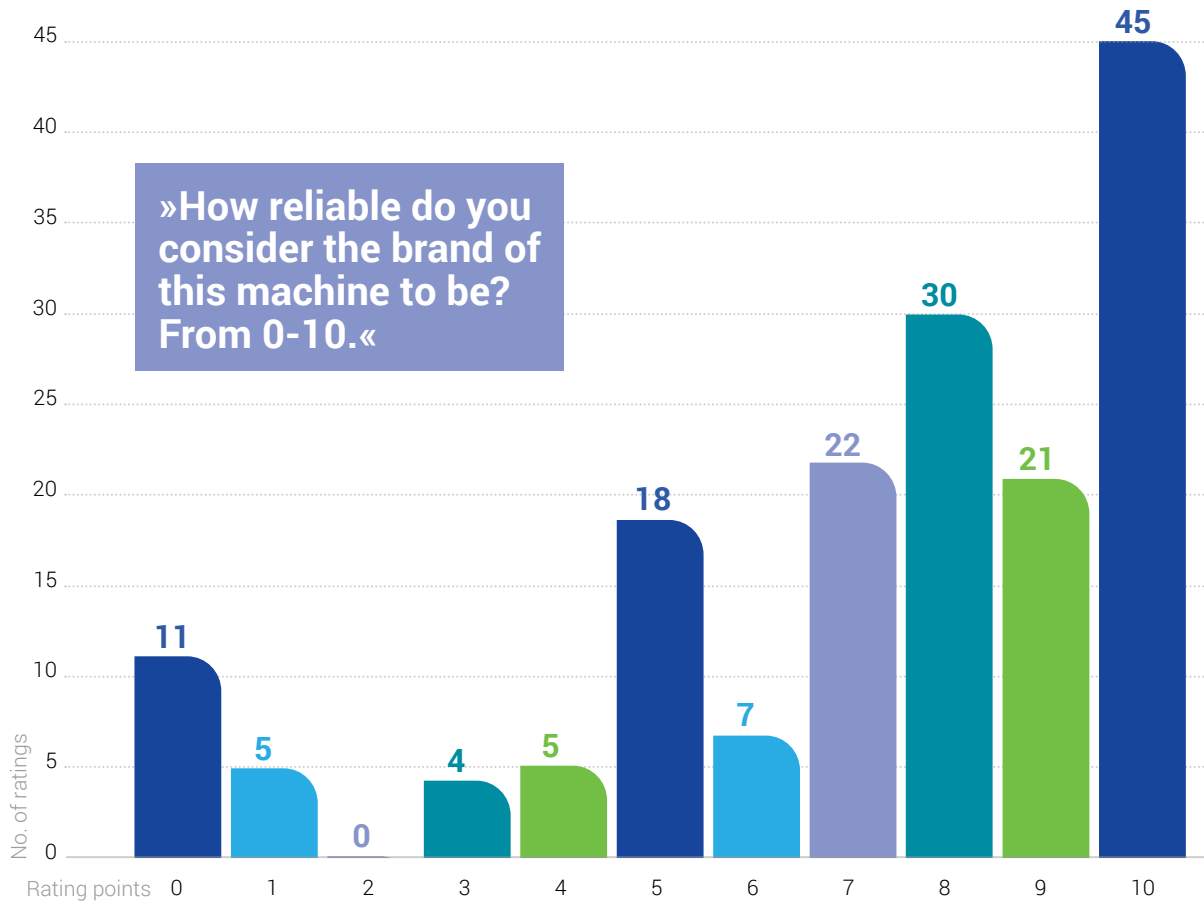
The following manufacturers did not get enough ratings for a reliable evaluation:

- Atlas
- Atlas-weycor
- Benford
- Bitelli
- Lebrero
- Max-Com
- weycor

Overview

25 manufacturers of LPG front forklift trucks were available to rate and enough data was collected to sufficiently evaluate 6 of them.

Users provided a total of 168 ratings of LPG front forklift trucks, with an average score of 7,15 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Caterpillar	11	7,91
Clark	19	6,89
Linde	24	7,96
Mitsubishi	37	6,35
Still	11	7,45
Toyota	19	6,89

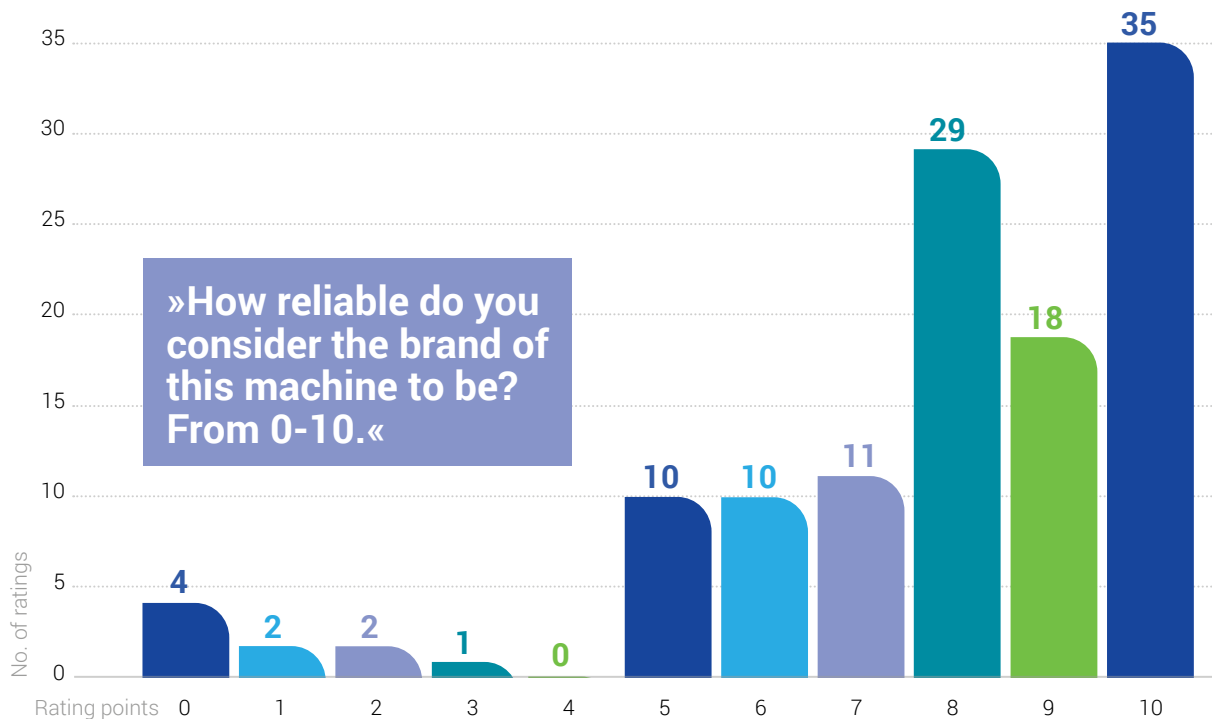
The following manufacturers did not get enough ratings for a reliable evaluation:

- Belet
- Cesab
- Doosan
- Halla
- Heli
- Hyster
- Hyundai
- Jungheinrich
- Komatsu
- Manitou
- Maximal
- Nissan
- OM-Pimespo
- OMG
- Patria
- Samsung
- Steinbock
- TCM
- Yale

Overview

20 manufacturers of tandem vibration rollers were available to rate and enough data was collected to sufficiently evaluate 5 of them.

Users provided a total of 122 ratings of tandem vibration rollers, with an average score of 7,70 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Ammann	13	7,15
Bomag	33	7,45
Caterpillar	19	8,21
Dynapac	13	8,38
Hamm	25	7,84

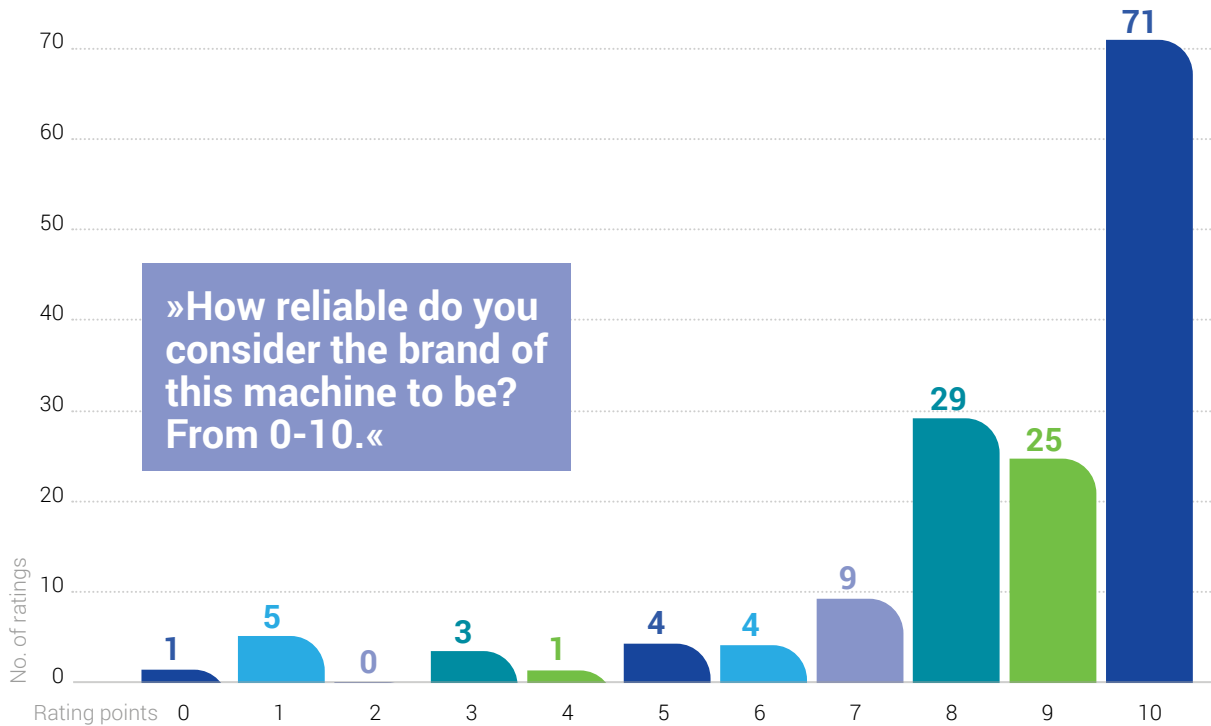
The following manufacturers did not get enough ratings for a reliable evaluation:

- Antec
- Atlas
- Atlas Copco
- Atlas-weycor
- Benford
- Bitelli
- IR-ABG
- JCB-Vibromax
- Lebrero
- Mecalac
- Terex
- Volvo
- Wacker
- Wacker-Neuson
- weber mt

Overview

8 manufacturers of all-terrain cranes were available to rate and enough data was collected to sufficiently evaluate 4 of them.

Users provided a total of 152 ratings of all-terrain cranes, with an average score of 8,50 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Grove	37	8,65
Liebherr	53	8,36
Tadano-Faun	13	8,08
Terex-Demag	38	9,26

The following manufacturers did not get enough ratings for a reliable evaluation:

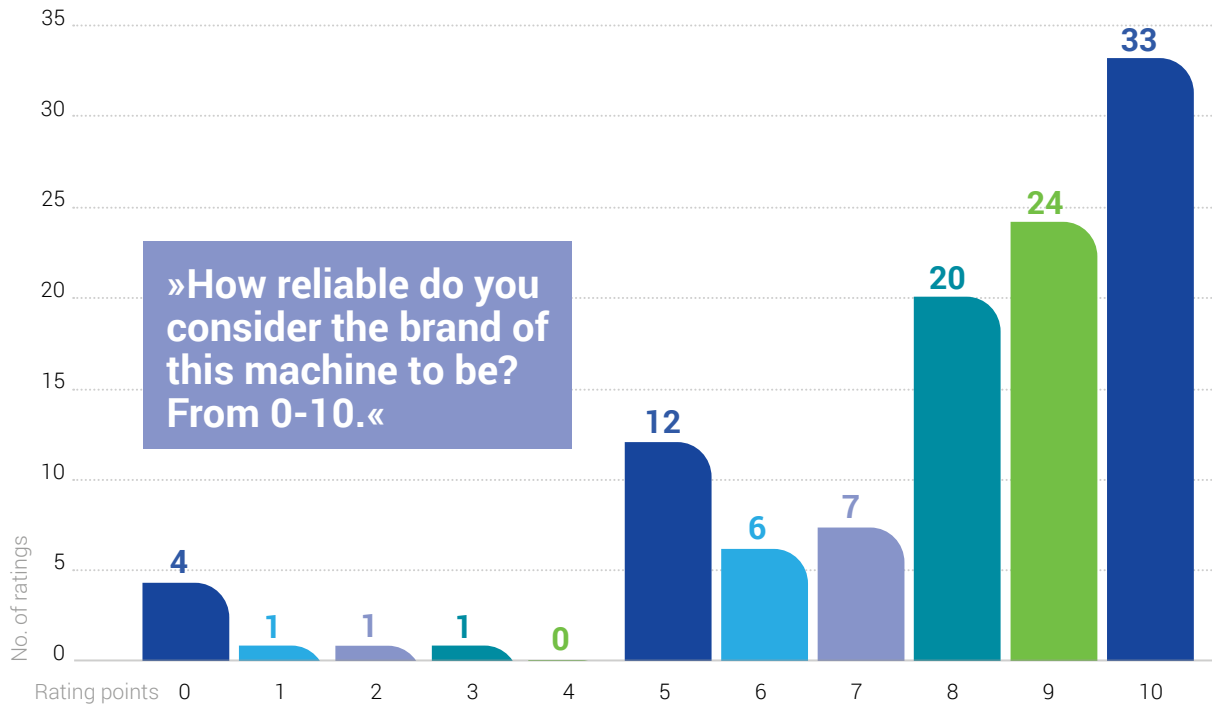
Demag
Marchetti

RIGO
TCM

Overview

9 manufacturers of track dozer were available to rate and enough data was collected to sufficiently evaluate 3 of them.

Users provided a total of 109 ratings of track dozer, with an average score of 7,86 of 10. This is the detailed overview of received ratings for all manufacturers in this category:



Manufacturer Rating

Make	Number of ratings	Score (of 10)
Caterpillar	28	7,68
Komatsu	42	8,07
Liebherr	25	7,6

The following manufacturers did not get enough ratings for a reliable evaluation:

Case
Dressta
Fiat Kobelco

Fiat-Hitachi
Hanomag
New Holland

We are very pleased with the amount of engagement we received from our professional visitors and plan to extend such surveys throughout our other channels.

Your questions, comments and ideas are always welcome and appreciated.

I look forward to hearing from you!



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

