



LECTURA
it's good to know

SOCIAL MEDIA PERFORMANCE

Top 10
Construction
Manufacturers
2019



data powered by
STORYCLASH



bobcat



KOMATSU

VOLVO

CAT

HITACHI

Kubota

LIEBHERR

JCB





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LECTURA GmbH
Verlag + Marketing Service
Ritter-von-Schuh-Platz 3
90459 Nürnberg

Telefon: +49 (0)911 43 08 99-0
Fax: +49 (0)911 43 08 99-20
Email: info@lectura.de
Web: lectura.de/contact/
lectura.press/en
lectura-specs.com/en

Sales & media contact: Petr Thiel
Mobile: +49 (0)179 701 27 72
Email: marketing@lectura.de

Social media today

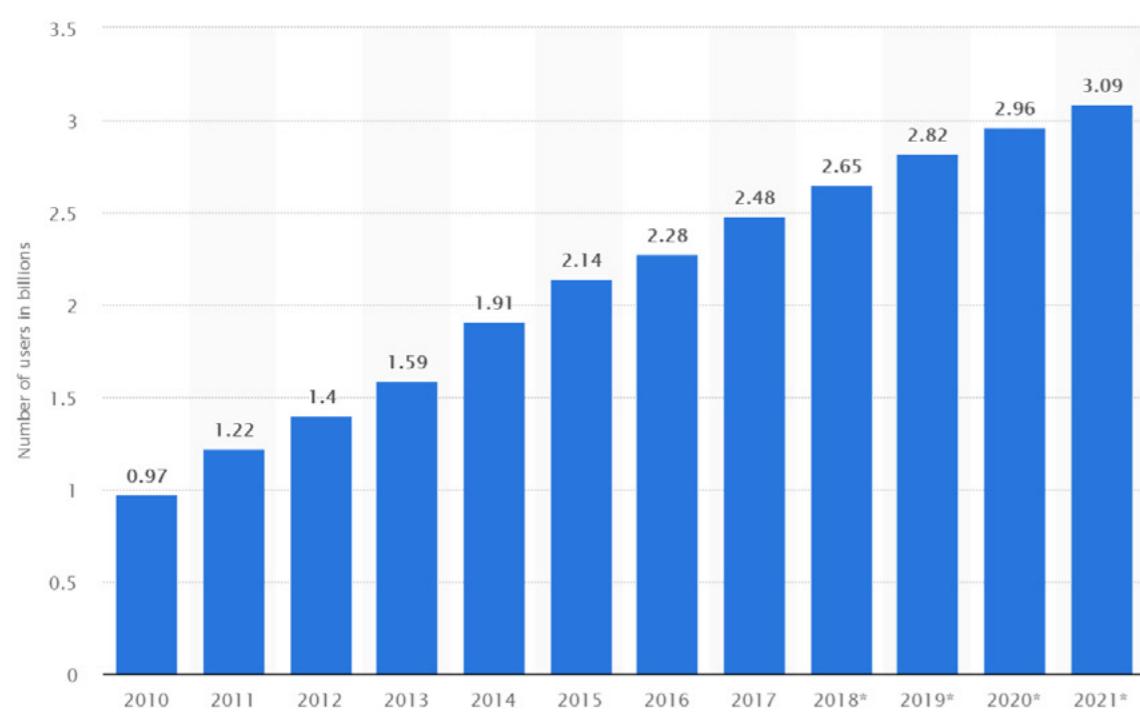
Social media is neither a trend nor a hype. Within 10 years, the social media usage amongst global users has soared from ca. 1 to 3bn individuals. Social media routines are by now deeply rooted in the minds of people - independent from differentiating "B2B vs B2C". It's just a world on its own that most of us take part in everywhere we go. 52% of the world's population uses internet services on mobile.

The most important media

- **Facebook** dominates social media usage: 30% of all global internet users use Facebook daily [source](#)
- **YouTube**: 27% of all global internet users use YouTube daily [source](#)
- 19% of all global internet users use **Instagram** daily [source](#)

The challenges of social media for companies

While social media is one of the largest channels for businesses, they usually encounter the following challenges and topics when executing social media in 2019.



Measuring the return on your brand

How is your brand impact on social media? Which channels, formats and posts are delivering which results? Many questions are still unanswered for most businesses.

- **Uncertainty:** 20% of companies are uncertain about the effectiveness of their social media activities.
- **Cross-platform:** Monitoring the brand impact across channels and platforms is a great pain for many companies.
- **Documentation:** 51% of companies have no documented social media strategy.

Marketing reporting becomes more complex

Social media reporting is complex, time-consuming and usually requires quite some manual effort. If outsourced, it's expensive.

- **3.5 hours** per week are spent on average on marketing reporting

- **Manual work:** In most companies, reporting on social KPIs is a manual, therefore time-consuming, effort.
- **Expensive:** Brands pay agencies and suppliers a lot of money for social media reporting.

Influencer marketing

Do you know the "advocates of your brand"? Many businesses don't have a specific strategy when it comes to influencer collaboration, yet.

- 62% of companies have no experience working with influencers.
- 23% of brands are not convinced by the impact of influencer marketing.
- 88% of brands that do it, continue to invest in influencer marketing.

A data-driven approach to social media (reporting)

Social media is clearly evolving and one of the best ways to stay ahead of the competition is to benchmark it. Comparing yourself to the rest is a proven method to spot differences which, in the mid & long run, can substantially cater to improving your brand.

The scope of this monthly performance report helps you to identify and benchmark your global social media activities at a glimpse. The most important performance indicators to consider for a successful brand impact are

1. Reach

Social media reach is a media analytic metric that refers to the number of users who come across particular content on a social platform. [source](#)

2. Interactions / engagements

Engagement and interaction metrics such as likes, comments, shares and reactions have become the defacto standard for measuring social media engagement. The benefit: Interaction metrics give you better insights on your engagement with your followers (in

comparison to follower statistics for example) and allow you to easily compare them across all platforms.

3. Media Value

A media value calculation allows you to measure the success of your social media activities and marketing campaigns. Usually, a media value can be calculated per owned media (= all your social media activities), earned media (= the media value of received mentions on social) and paid media (= the media value for your paid campaigns, e.g. influencer collaborations).

The Top 10

The following table gives you the Top 10 ranking of best performing social media performances of 10 selected OEM (why those 10, see below under "methodology") in November 2019. The table is ranked by the gross number (#) of observations. Additional measures that we took into account are the # of video views, total posts and total fans - counting for all analyzed social media channels. The "meta ranking" [insert a "medal" here] gives you an insight about how the company comes off regarding the latter three social key performance factors.

Methodology

This document serves as a sample report in order to showcase the analytical potential of LECTURA and Storyclash that could be beneficial for your business. That's why we limited it by 10. Those 10 companies in the ranking were neither randomly nor subjectively chosen, but ultimately user driven. We used the Top 10 performing manufacturers on our website LECTURA Specs (500k global users per month) so that we compiled the report based on the highest brand perception on the part of the user and ensure a 100% neutral standpoint at the same time.

Top 10 construction manuf. on Specs	
1	Caterpillar
2	Komatsu
3	Volvo CE
4	JCB
5	Bobcat
6	Liebherr
7	Hitachi
8	Kubota
9	Case
10	Hyundai

Rank	Company	# of interactions	# of video views	# of total posts	# of total fans
1	JCB	174 662	2 412 414 ●	146	1 394 633
2	Liebherr	147 673	819 083 ●	515 ●	1 406 416 ●
3	Volvo CE	98 797	620 988 ●	1 039 ●	1 862 372 ●
4	Case	109 480	65 819	210	522 021
5	Caterpillar	86 030	195 983	296	4 877 346 ●
6	Bobcat	70 929	345 980	111	642 674
7	Komatsu	75 474	81 373	595 ●	412 960
8	Hitachi	80 919	395 766	186	495 872
9	Kubota	34 769	218 353	250	443 437
10	Hyundai	12 270	13 335	334	135 167

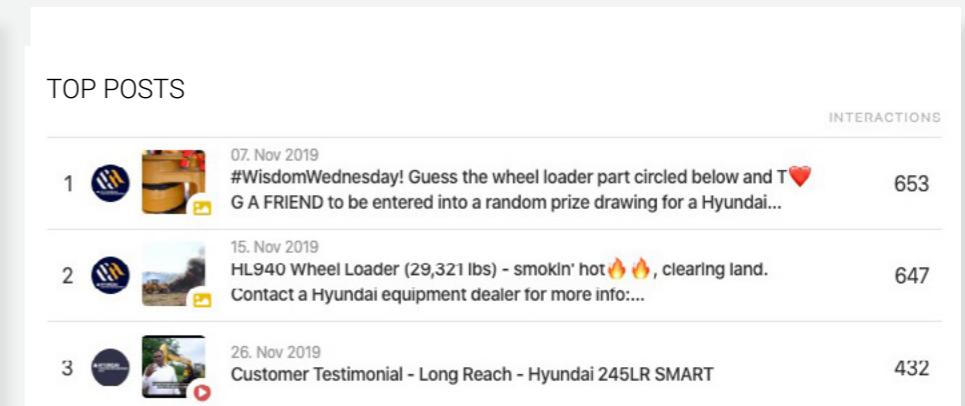
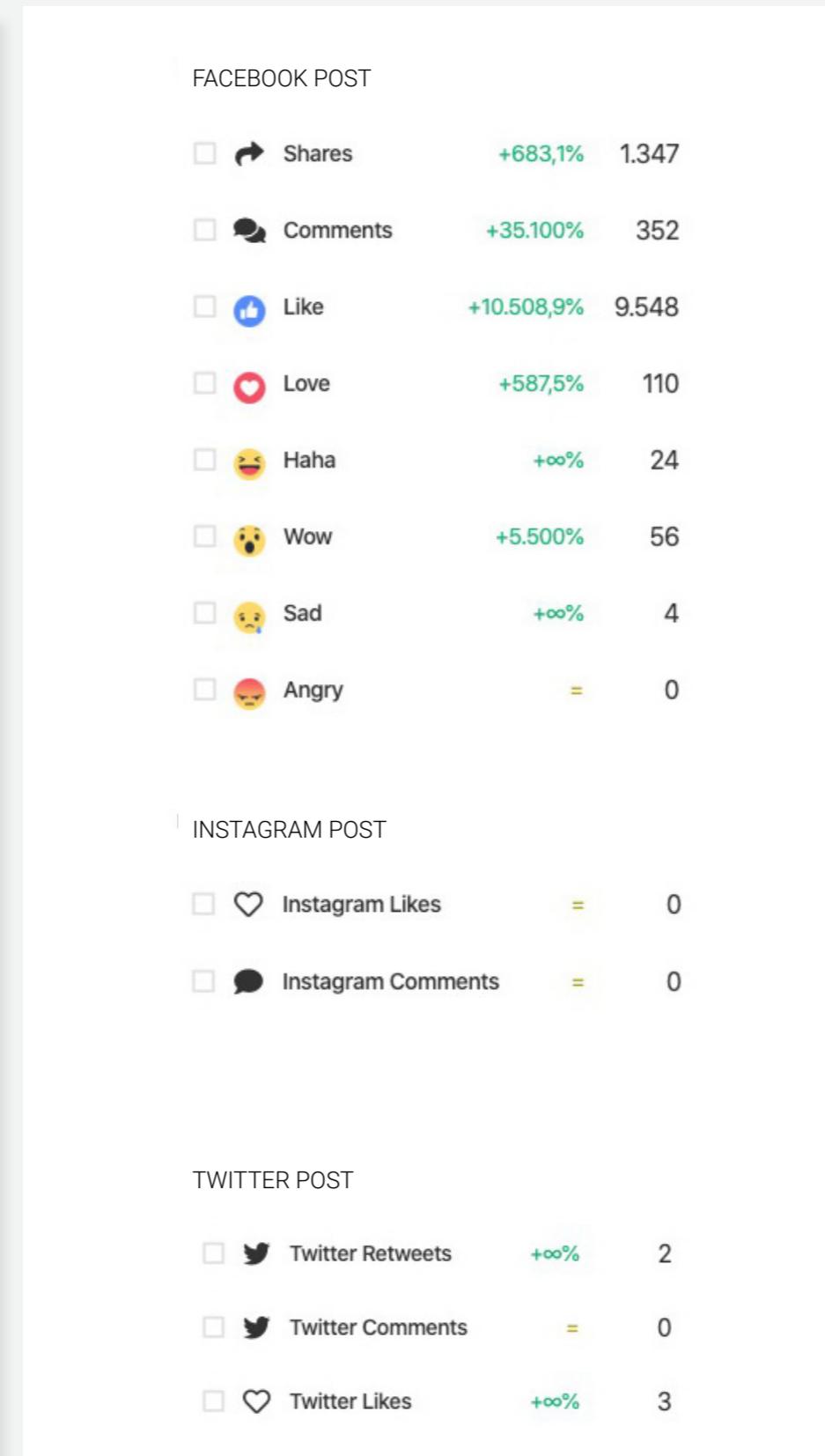
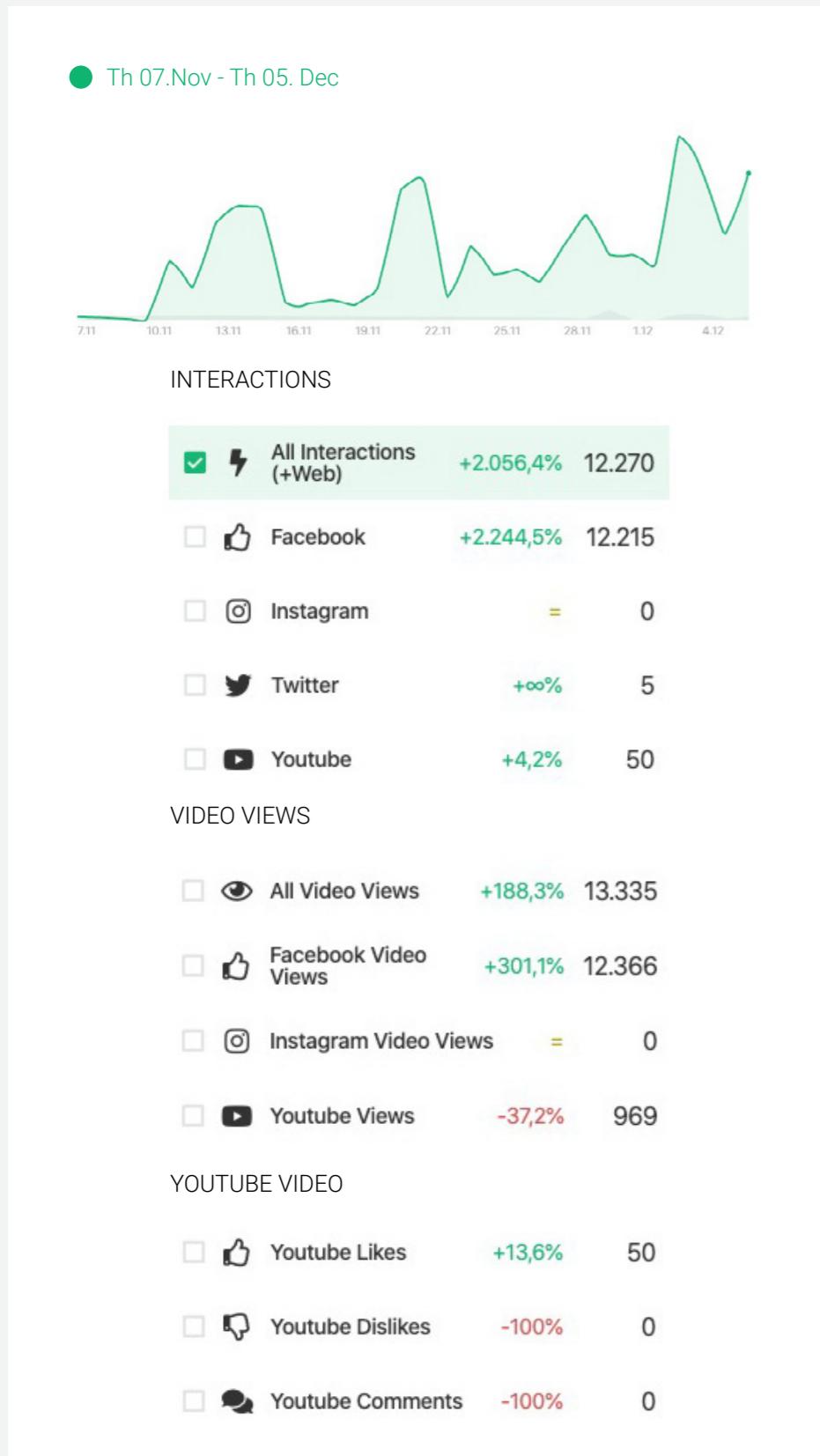
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Hyundai

Changes in % relate to the previous 28-day period



Brief summary

With 12.270 total interactions within the reference period, Hyundai's social media reach increased by 2.056% compared to the previous month; the number of total posts is 204 (over 251% increase). Compared with other players in the ranking it reveals, that the average interactions per post are rather low (60) with Hyundai Construction. Neglecting the content, one possible explanation could be the fact that Facebook appears to be the only substantial channel for interactions on the part of Hyundai (12.215 of 12.270 total interactions). There are a few (50) YouTube interactions - Instagram and Twitter however are completely neglectable. Instagram even appears to be non-existent in the marketing mix of Hyundai so far.

Effective brand-building and shaping with video views: YouTube, as few interactions the channel shows, reveals a slight viewer performance of 969 monthly video views (37,2% decrease compared to the previous month). Facebook videos state the 1st pillar of Hyundai's video marketing / branding strategy. With 12.366 views this month reveals an increase of more than 300% in comparison to the previous month. It appears that the traffic stays solely on Facebook. A more consistent multi-channel strategy could be advised.

The most read social posts contain the following keywords and context:

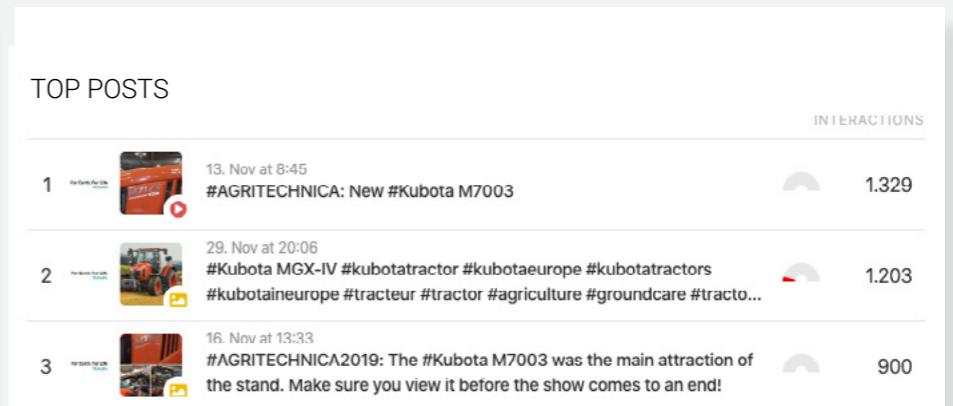
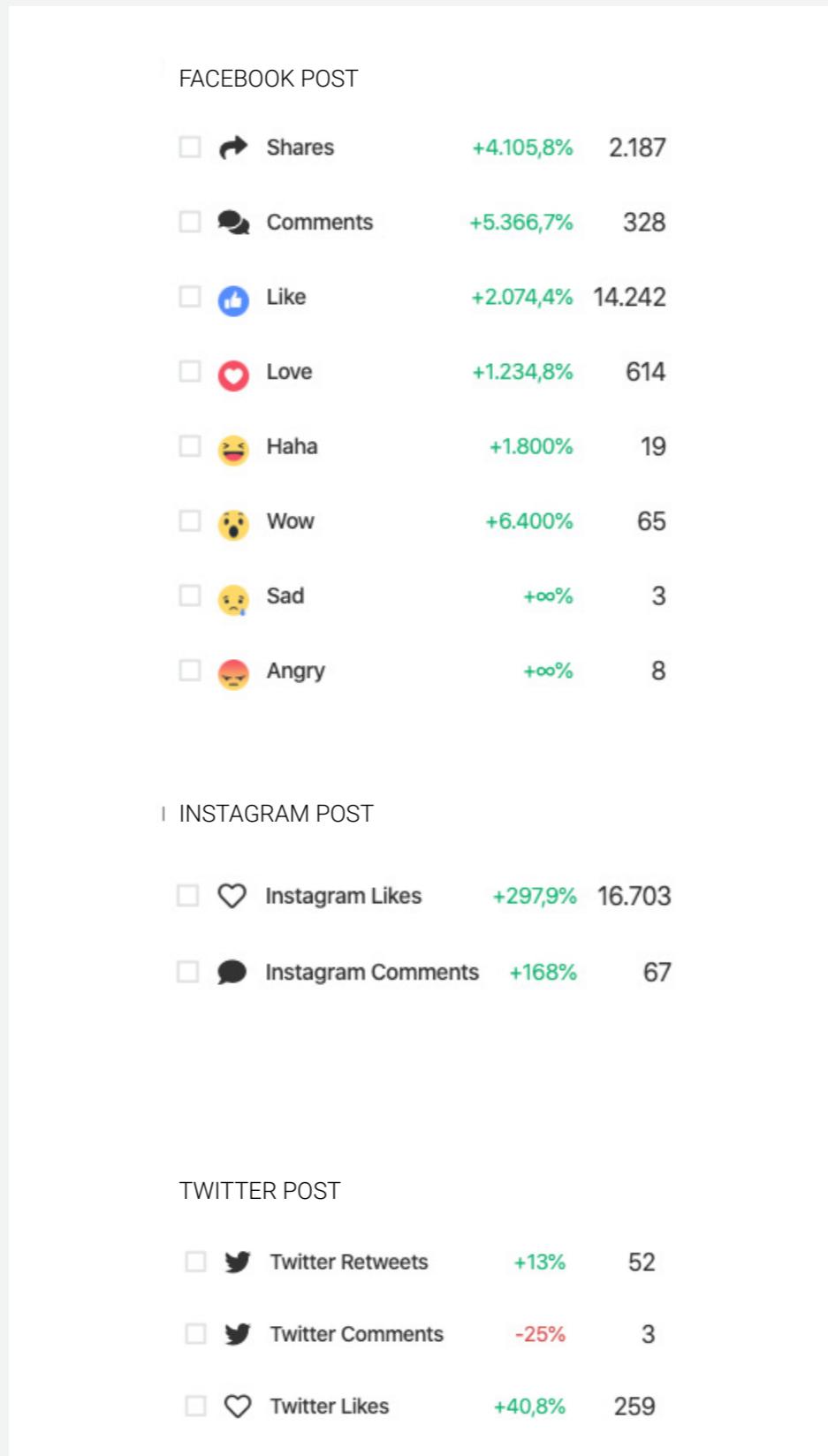
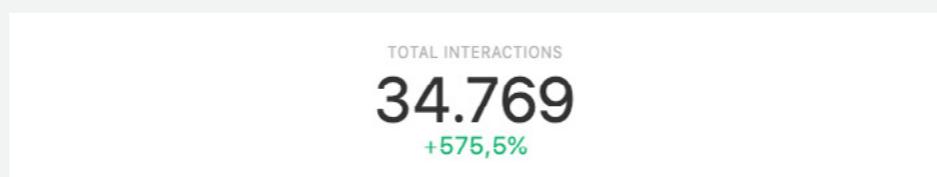
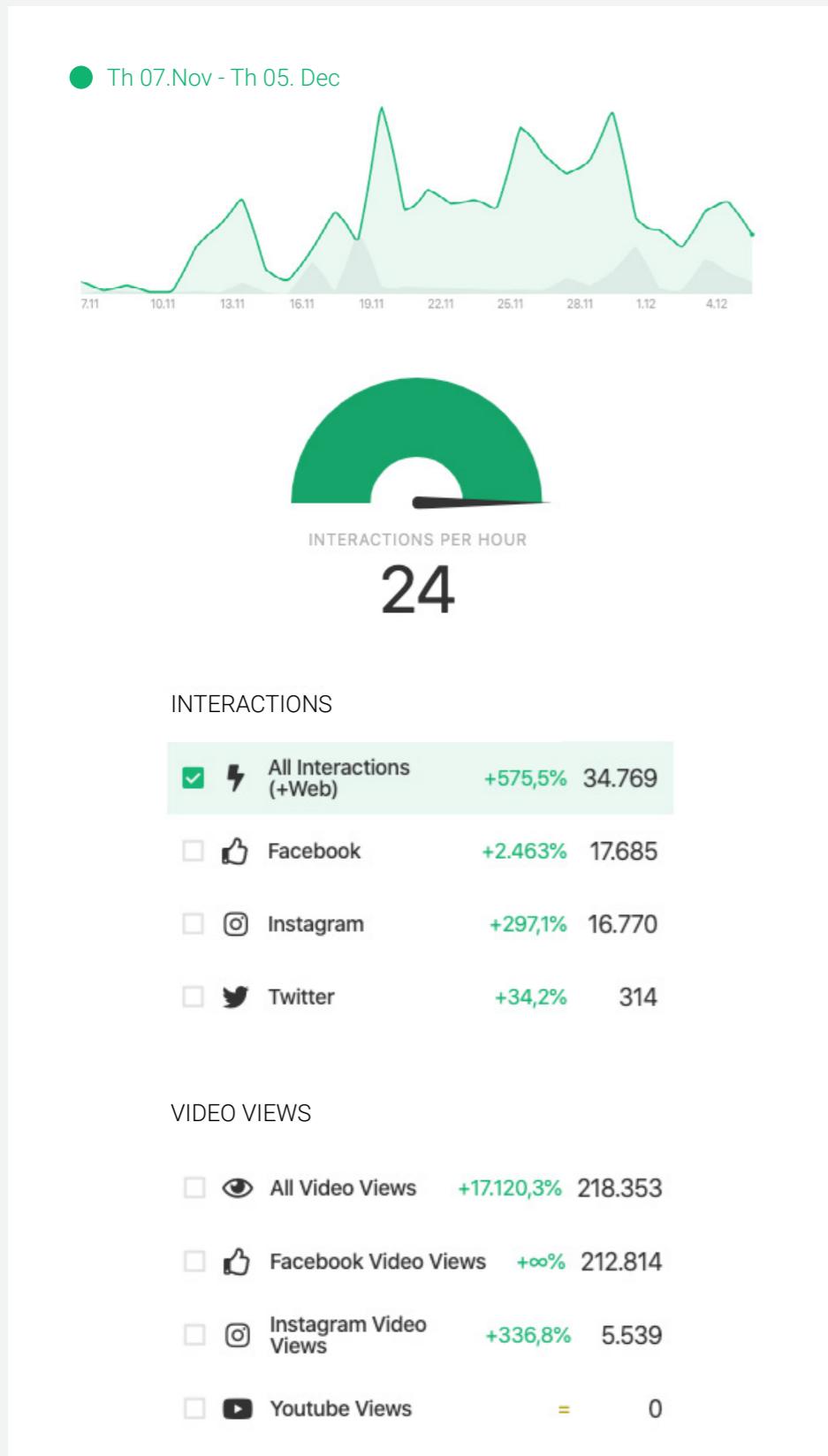
Guess the wheel loader for prize drawing, HL940 Wheel Loader, Long Reach – Hyundai 245LR SMART, HX-A series excavators shipped from Ulsan Port, Hyundai 210 SMART is now more SMARTER

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Kubota



Brief summary

The company achieved 34.769 total interactions within the reference period, catapulting its social media reach by 575% compared to the previous month. The number of total posts corresponds accordingly - 124 posts were published, which is almost twice as much as in October 2019. Facebook appears to have undergone substantial activity improvements and represents the (new) key social traffic driving channel for Kubota (17,7k interactions, +2500%). The Instagram performance follows right after (16,8k); with "only" 300% growth compared to the previous month, Instagram is still a substantially growing source of user interaction for Kubota. Twitter and YouTube interactions are negligible with almost no user interactions at all. Twitter appears to have "just started" to become a channel (314 interactions), whereas no YouTube presence at all could be found.

Regarding brand-crucial social video views, YouTube usually makes up for rather low amounts of interactions (YouTube naturally is chiefly about "views"). Since Kubota appears to have no presence here, yet the most significant video distribution was achieved via Facebook. 213k of 218k total views originated from video posts on Facebook, which produced over 17.000% more total video views for Kubota than in the previous period and underlines as well the intense focus on Facebook in November 2019. The remaining 5k views in the equation originate from Instagram videos; 337% increase on those videos also hint at a "newly played" channel on the part of Kubota.

The most read social posts contain the following keywords and context:

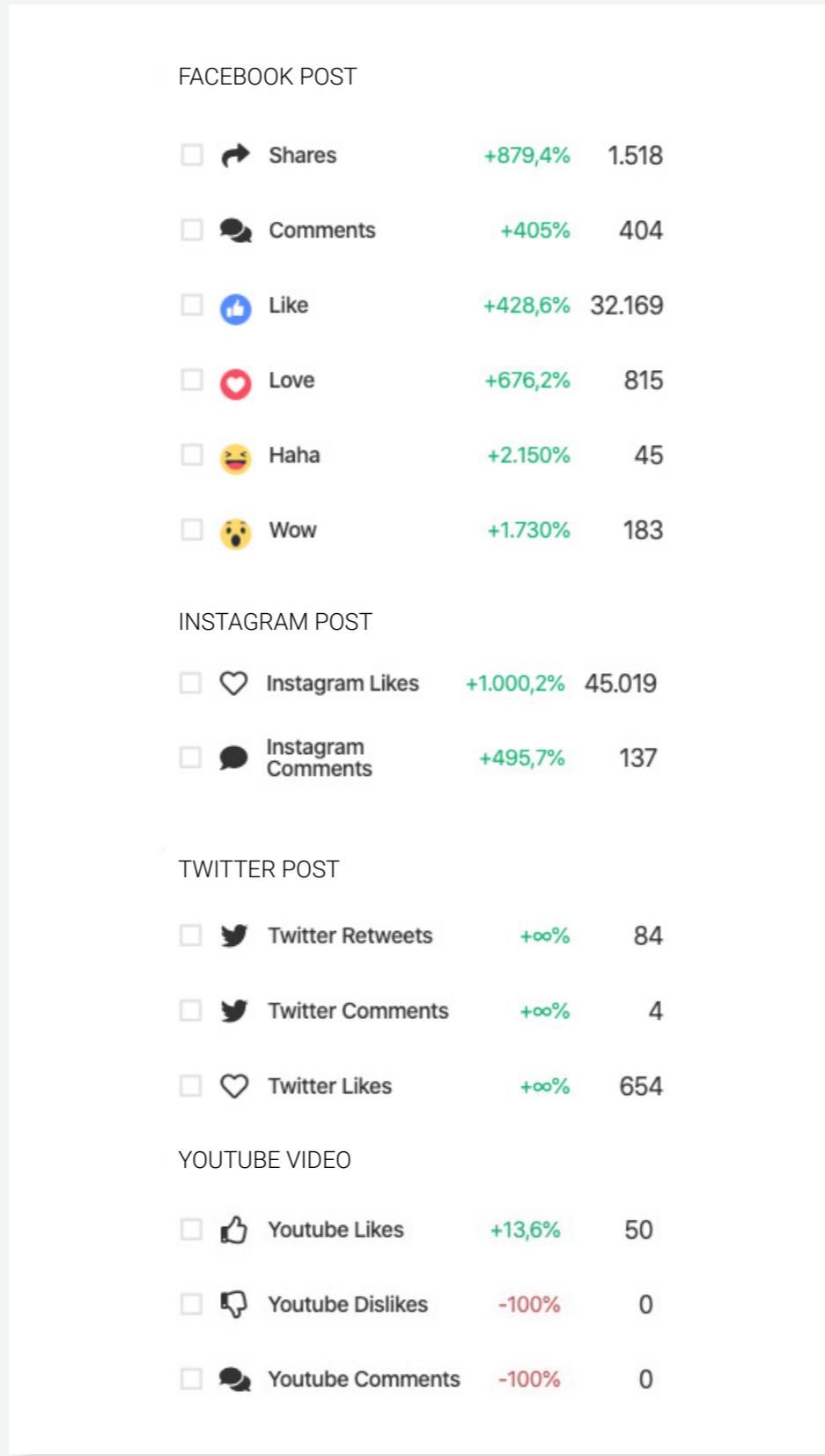
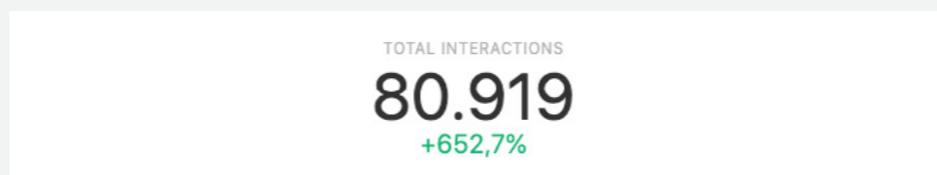
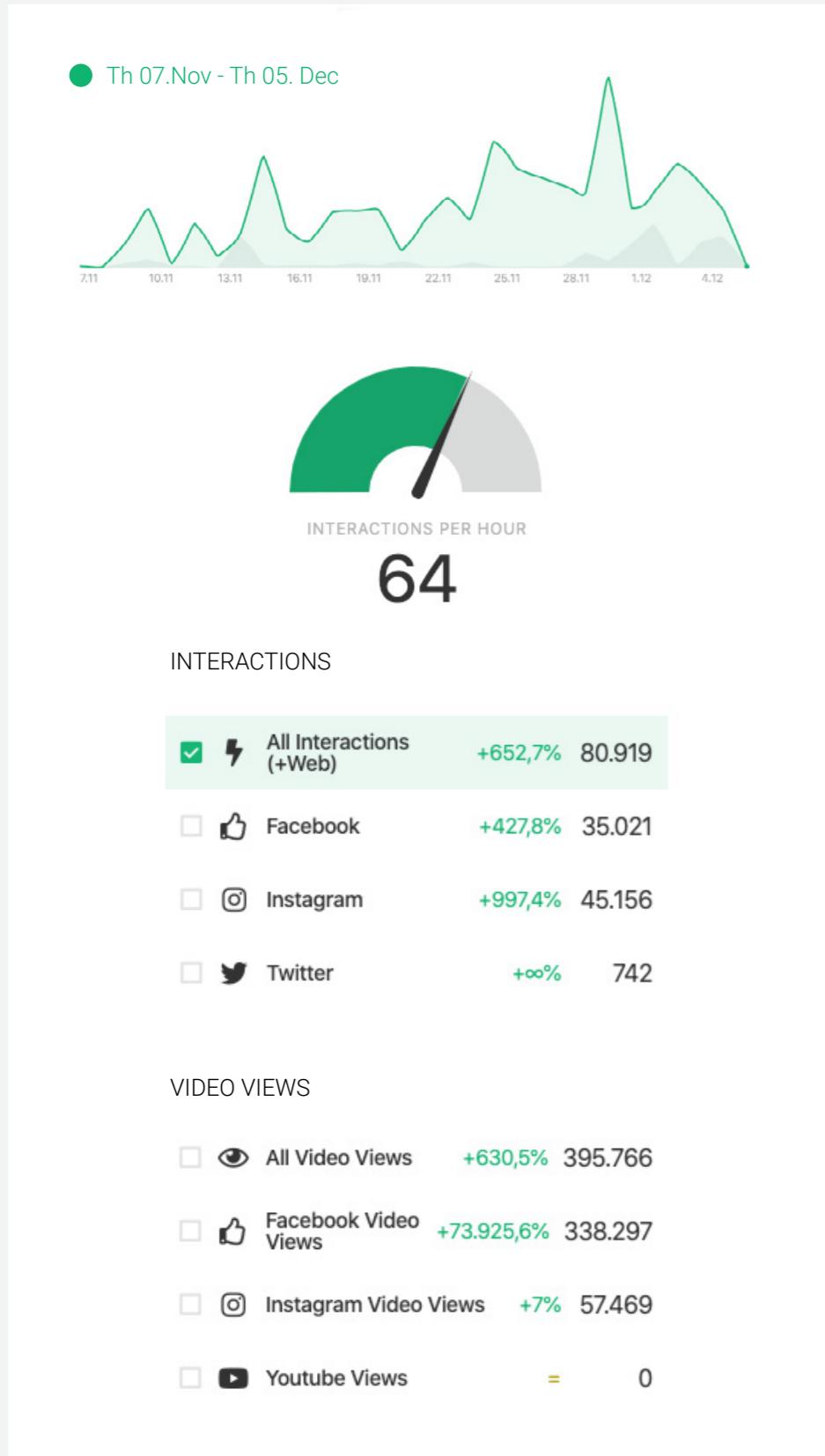
Agritechnica, Kubota MGX-IV, Kubota M7003, Kubota M5001 olive grove, Halle 5 - Stand A37, Halloween, XTS332 ISOBUS

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Hitachi



Changes in % relate to the previous 28-day period

TOP POSTS			
		INTERACTIONS	
1		01. Nov at 19:45	4.125
2		17. Nov at 11:30	2.454
3		27. Nov at 10:29	2.382

Brief summary

The manufacturer gathered 80.919 total interactions, increasing by +652,7% compared to the previous reference period. This number was reached via 118 posts (+43,9%), scoring 64 interactions per hour. The remarkable growth happened both on Facebook and Instagram. Facebook achieved 35.021 interactions (+427,8%), whereas Instagram reached 45.156 interactions (+997,4%). Twitter is a negligible channel for Hitachi with only 742 interactions.

Regarding the video views marketing potential, Hitachi claimed 395.766 views in total, which represents an increase of 630,5%. The major share of views comes from Facebook (338.297 views, creating an unmissable increase of almost 74.000%). Hitachi's marketing strategy seems to be focused on Facebook and being pretty successful, this is the biggest growth during our benchmark. The second most important platform is Instagram, reaching 57.469 video views (+7%). YouTube videos do not even appear in Hitachi's marketing strategy.

The most read social posts contain the following keywords and context:

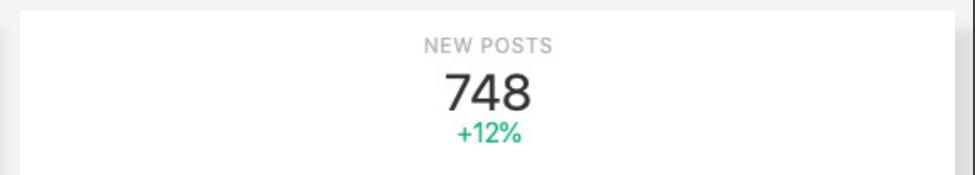
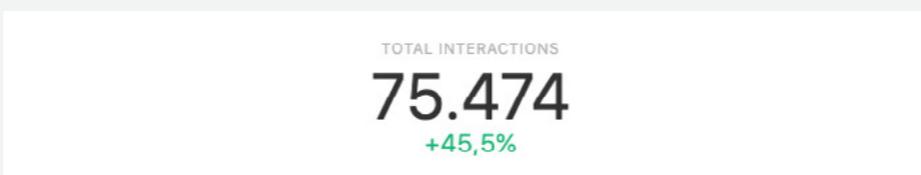
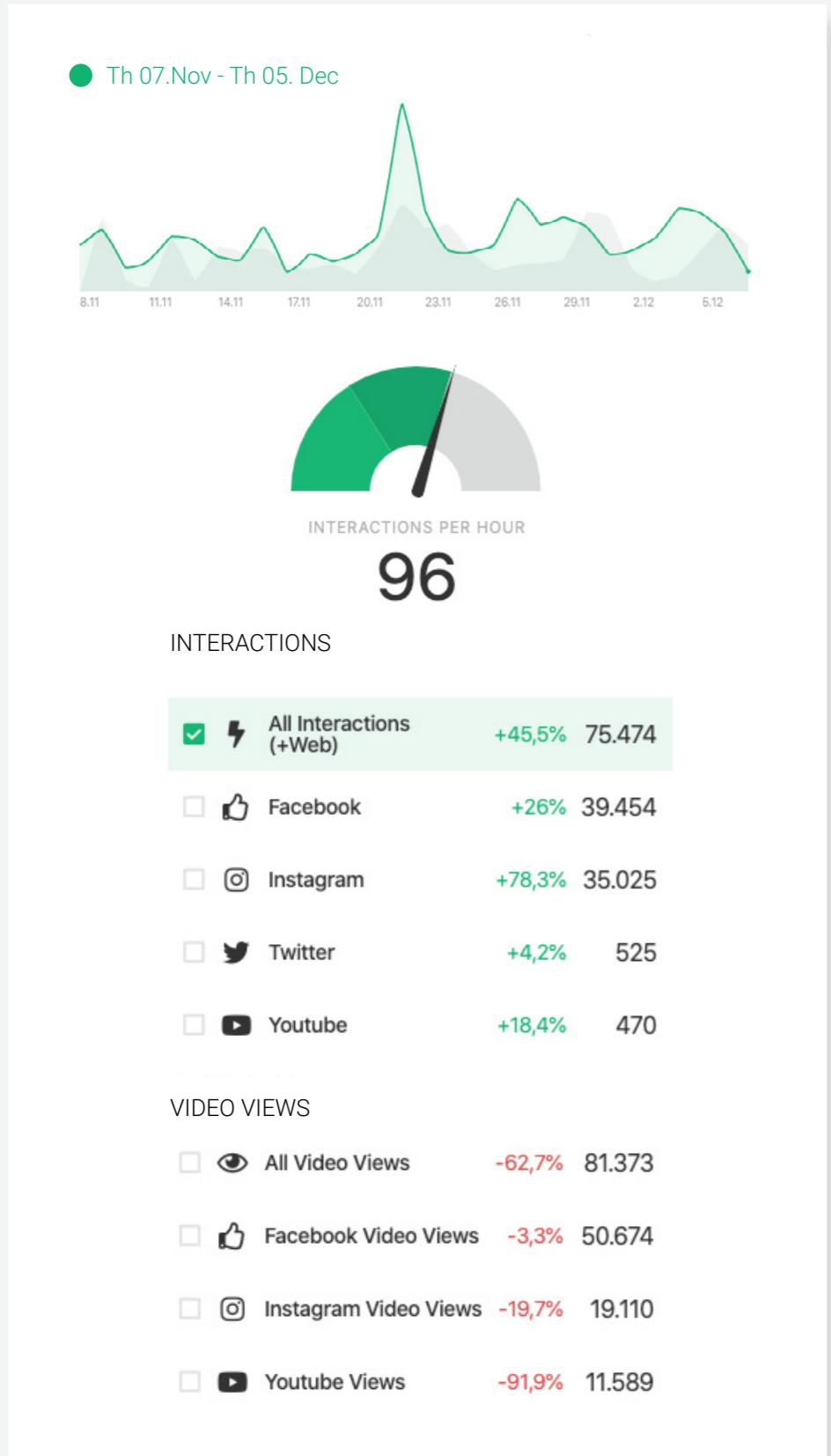
Partnership of Hitachi compact excavators and wheel loaders, a unique shot of Hitachi excavator in Werne an der Lippe, range of Hitachi premium used machinery, rock buckets Hitachi at German quarry, new ZX210X-6 excavator

Interested in your individual social media profile?

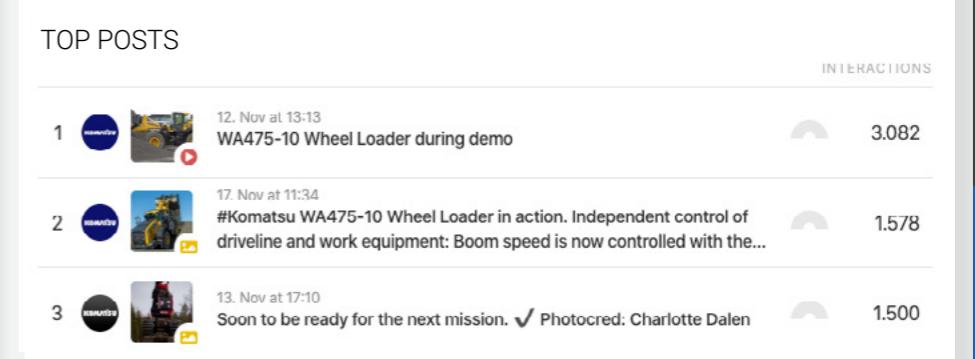
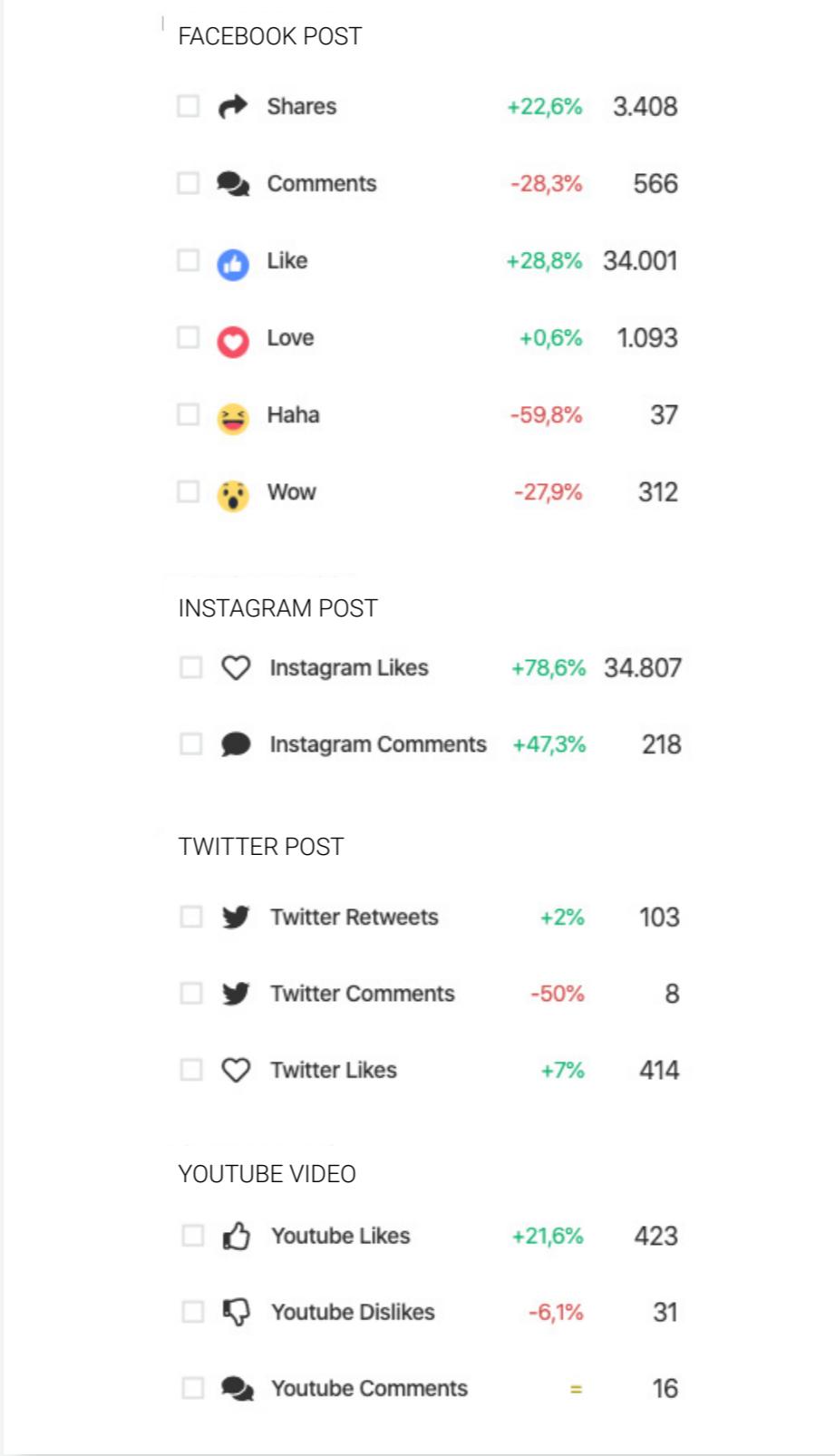
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Komatsu



Changes in % relate to the previous 28-day period



Brief summary

The company obtained 75.474 total interactions, increasing the number by 45,5% compared to the previous month. Komatsu produced 748 posts (+12%), achieving a rate of 96 interactions per hour. Facebook and Instagram are the two most important media channels in terms of interactions, scoring 39.454 (+26%) and 35.025 (+78,3%) respectively. Even the remaining two platforms, Twitter and YouTube seems to be growing a little bit (525 and 470 interactions), however, they seem inappreciable in comparison with Instagram and Facebook.

On the one hand, all Komatsu social media interactions are constantly growing, but on the other hand the company's video views rate has slowed down. The video platforms reached 81.373 views altogether, which means a decrease of 62,7%. Facebook is the strongest video views platform for Komatsu counting 50.674 views, which is a slight decrease of 3,3%. The second place was seized by Instagram videos (19.110 views and 19,7% decrease) and the third biggest channel in terms of video views is YouTube (11.589 views and 19,7% decrease).

The most read social posts contain the following keywords and context:

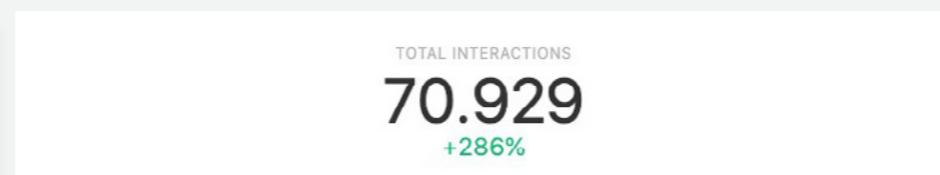
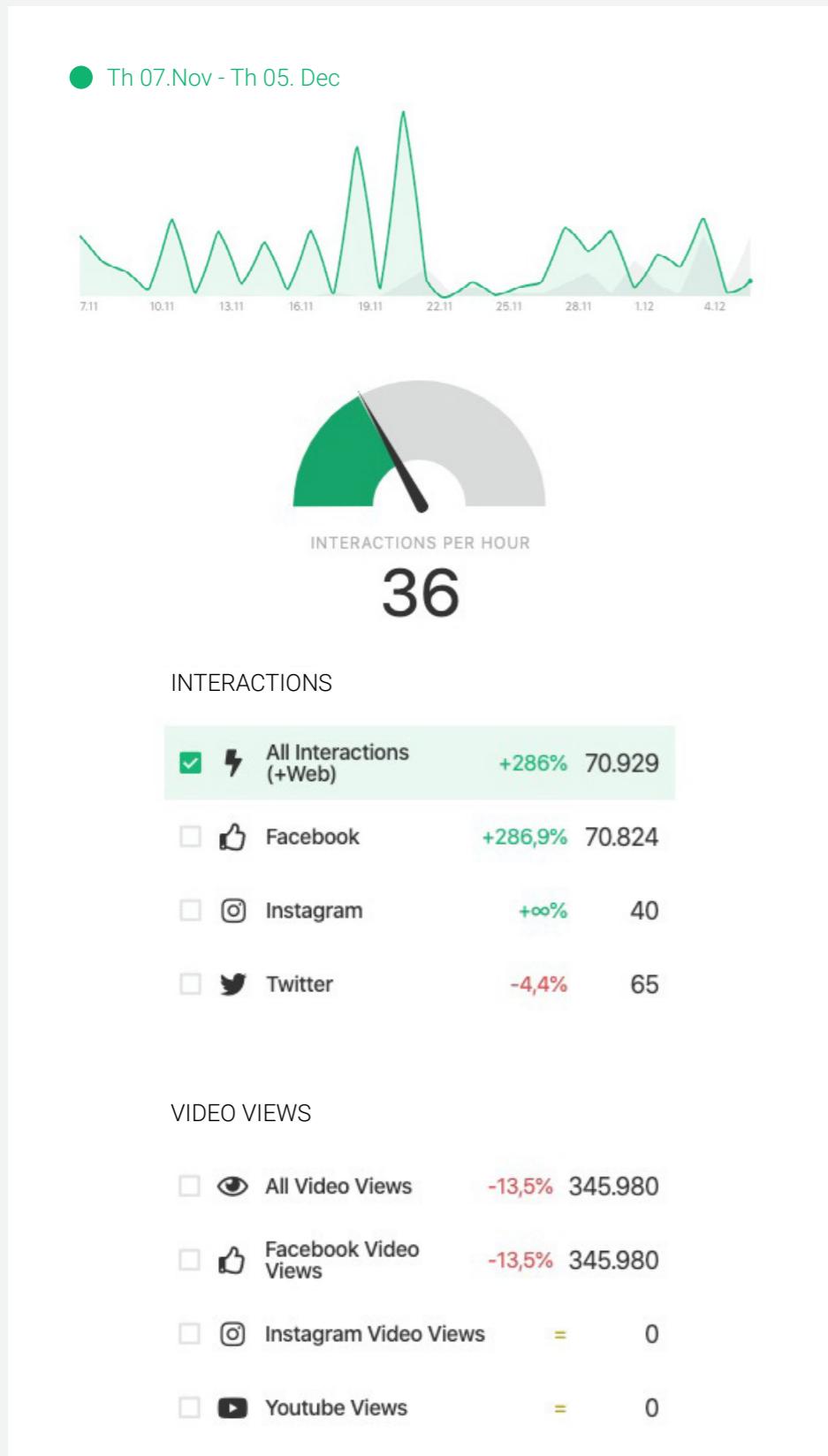
WA475-10 Wheel Loader during demo, WA475-10 Wheel Loader in action, soon to be ready for the next mission, the WA475-10 on circuit of 24 hours of Le Mans, rise and shine - harvester

Interested in your individual social media profile?

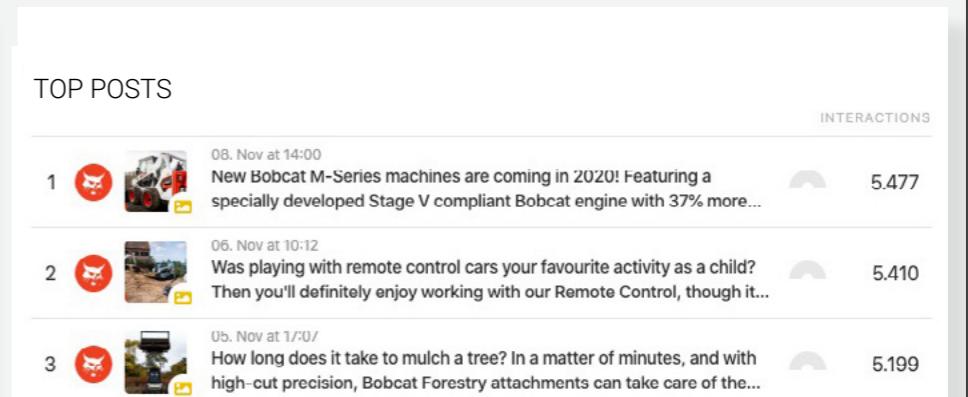
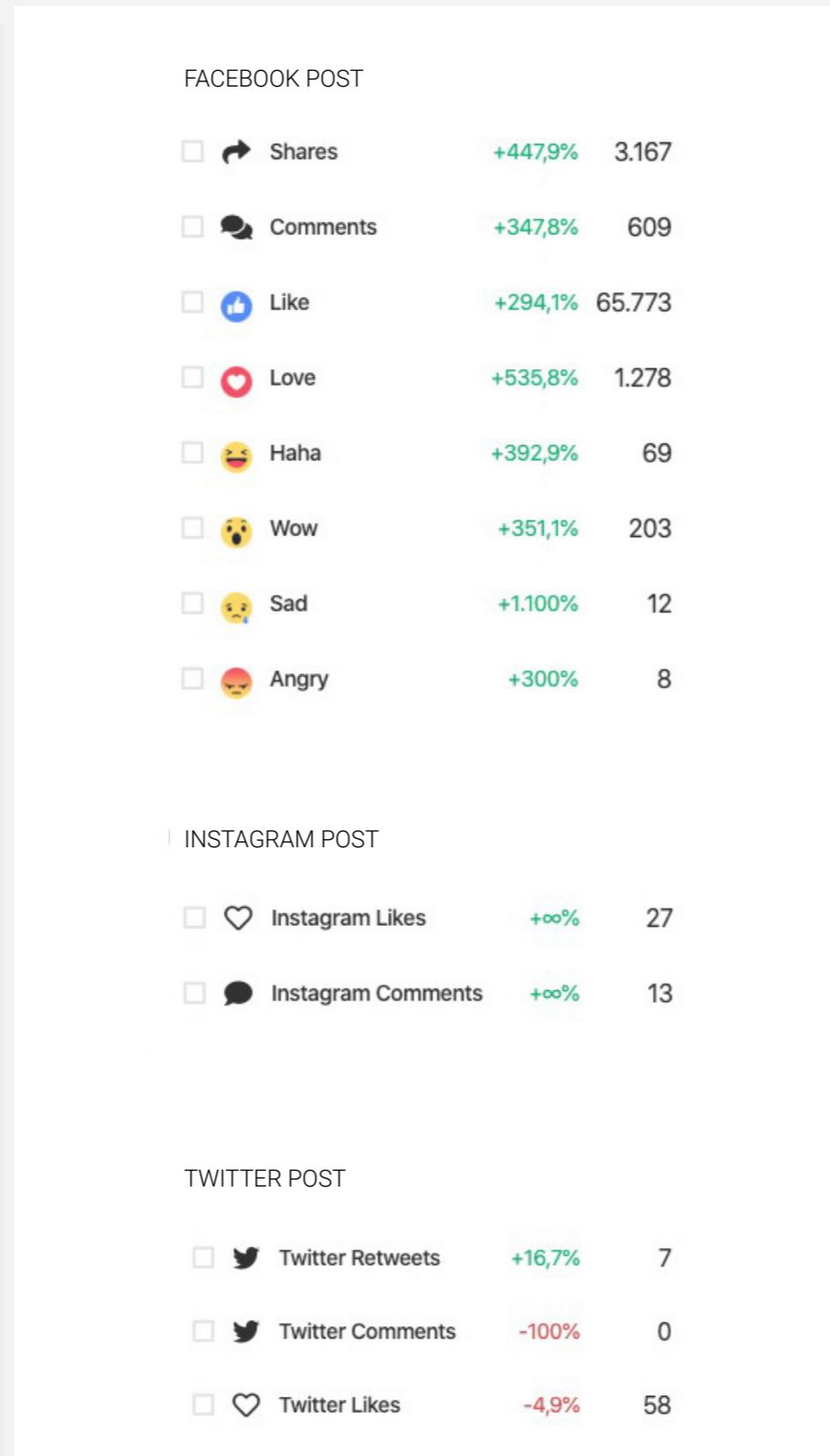
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6

Bobcat



Changes in % relate to the previous 28-day period



Brief summary

The company achieved a total number of 70.929 interactions via its social media channels, growing by 286% compared to the previous reference period. Those interactions were solely obtained via Facebook; actually 70.824 interactions came from Bobcat's primary social platform. Other channels, Instagram and Twitter obtained insignificant number of interactions; 40 and 65. This is clear evidence that Bobcat focuses all his marketing resources on Facebook in recent days.

Bobcat's video campaign takes place exclusively on Facebook. The company managed to acquire 345.980 video views, losing 13,5% in comparison with the previous month. Activities on other video platforms such as YouTube or Instagram are non-existent.

The most read social posts contain the following keywords and context:

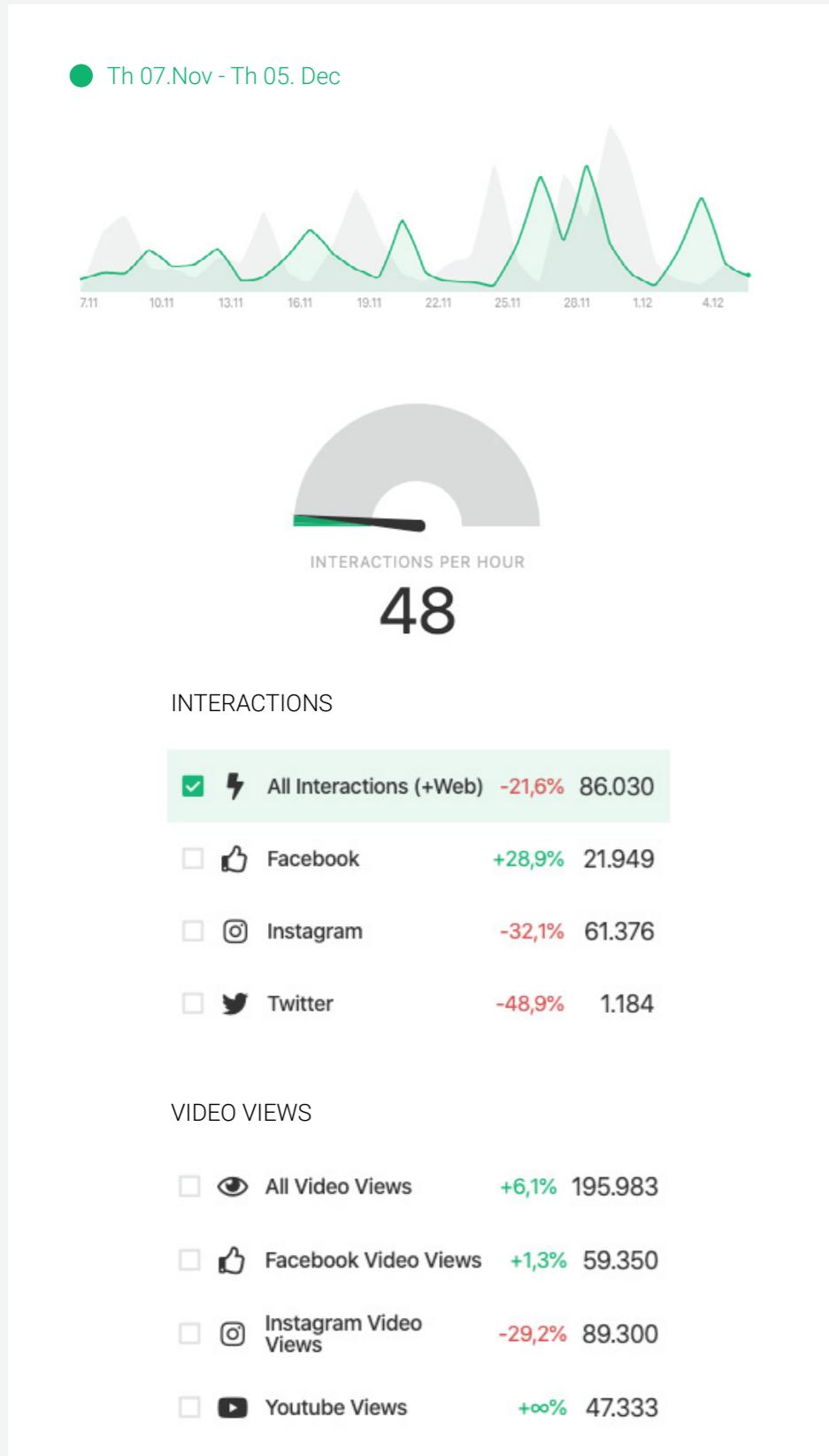
New Bobcat 2020 machines with Stage V, Remote Control, tree mulching - Bobcat Forestry attachments, TL34.65HF AGRI Telescopic loader, zero House Swing technology E27z

Interested in your individual social media profile?

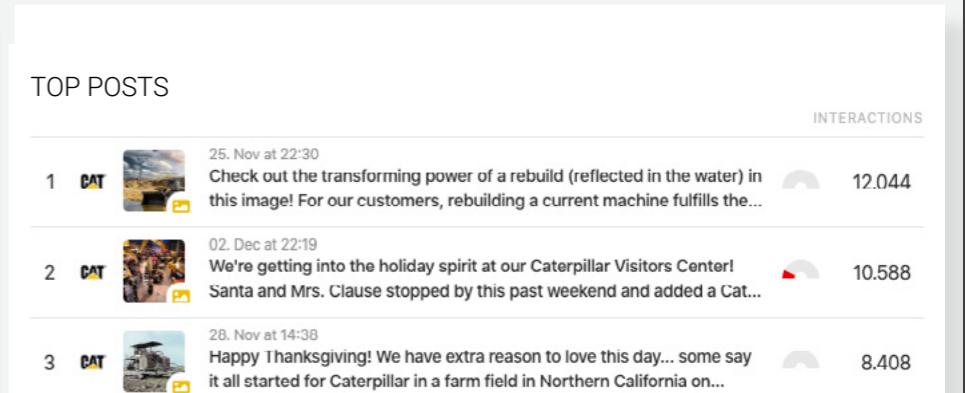
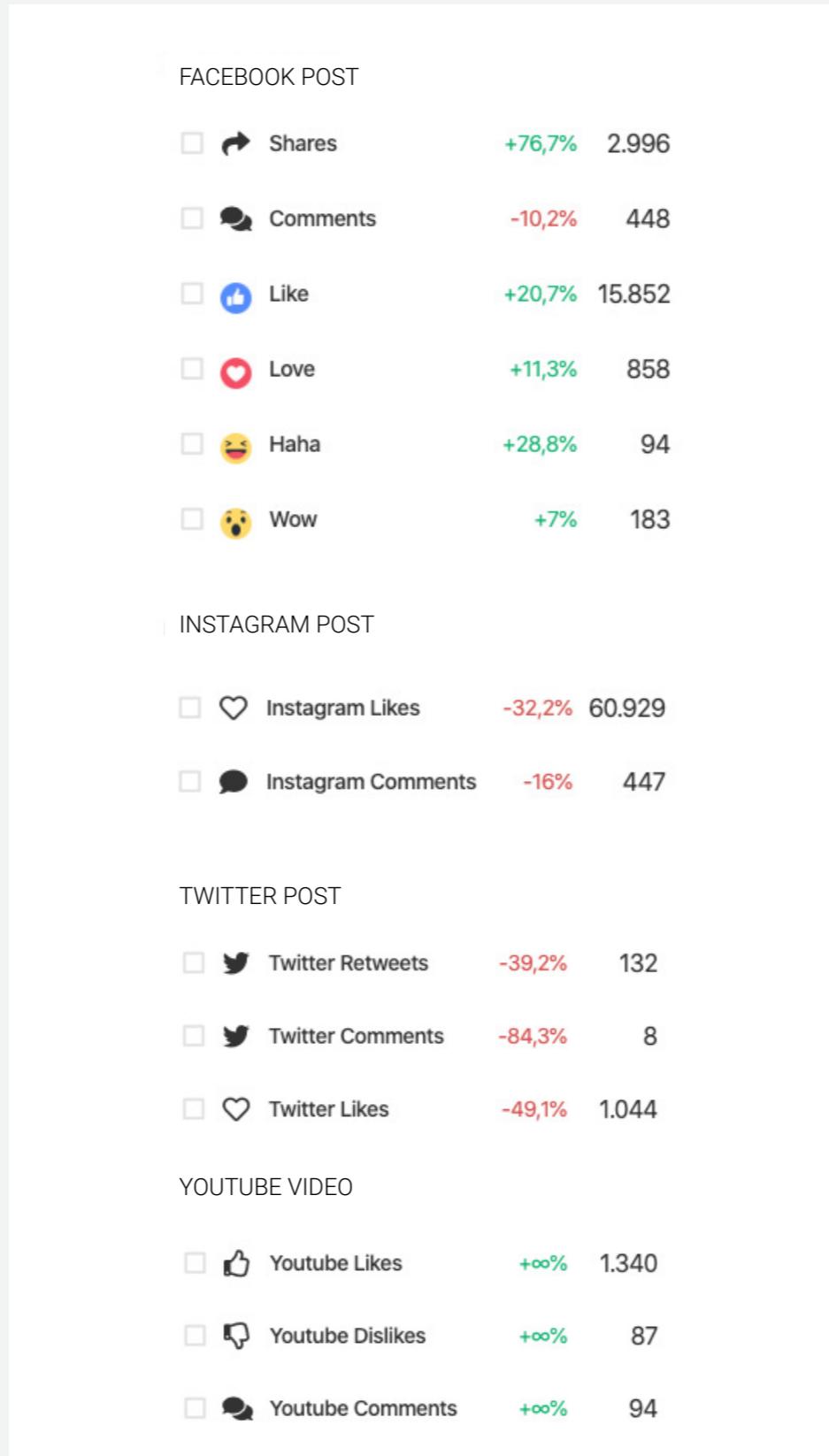
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5

Caterpillar



Changes in % relate to the previous 28-day period



Brief summary

The company's social channels registered 86.030 total interactions with decrease of 21,6% compared to the previous period. This corresponds with the decreasing number of new posts; 267 (-27,4%). The most active platform for Caterpillar is Instagram, counting 61.376 interactions, however, the number is lower by 32% compared to the previous month. On the other hand, Facebook interactions have grown by almost 29% to the total number of 21.949 interactions. Twitter and YouTube seem to be much less important social media channels as they gained 1.184 (-48,9%) and 1.521 interactions respectively.

Regarding the video views, which is a popular brand-promoting tool, Caterpillar acquired 195.983 views in total. Similar to social media interactions, Instagram is the main platform with 89.300 video views, but there is a decrease of 29,2% compared to the previous period. The company hit 59.350 Facebook video views, reaching almost the same number as previously (+1,3%). YouTube seems to be currently an important video platform for Caterpillar as well with 47.333 views that represent an unusual growth considering the different video marketing focus in the previous months.

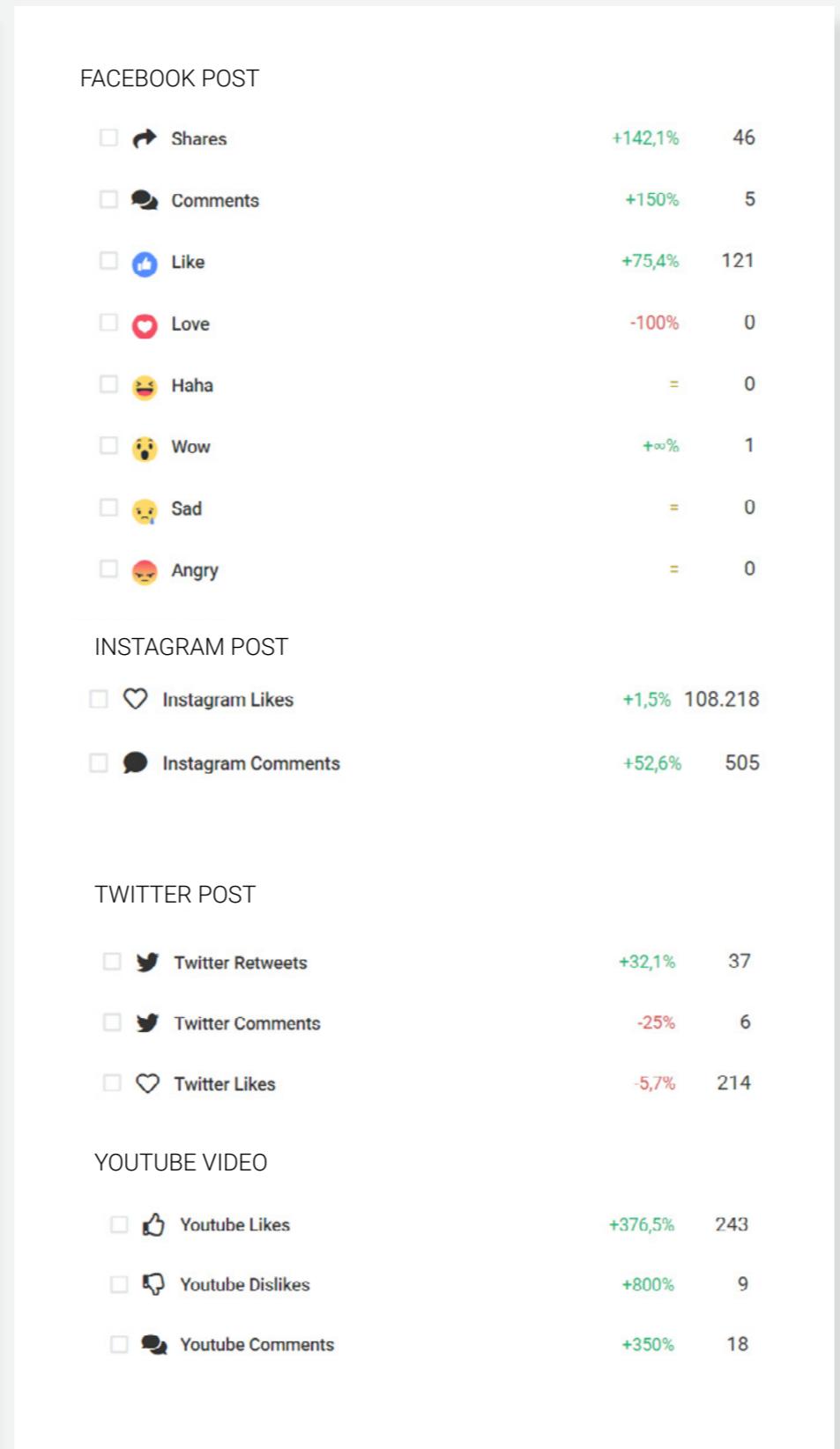
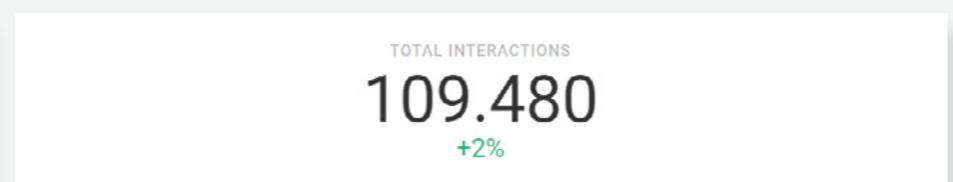
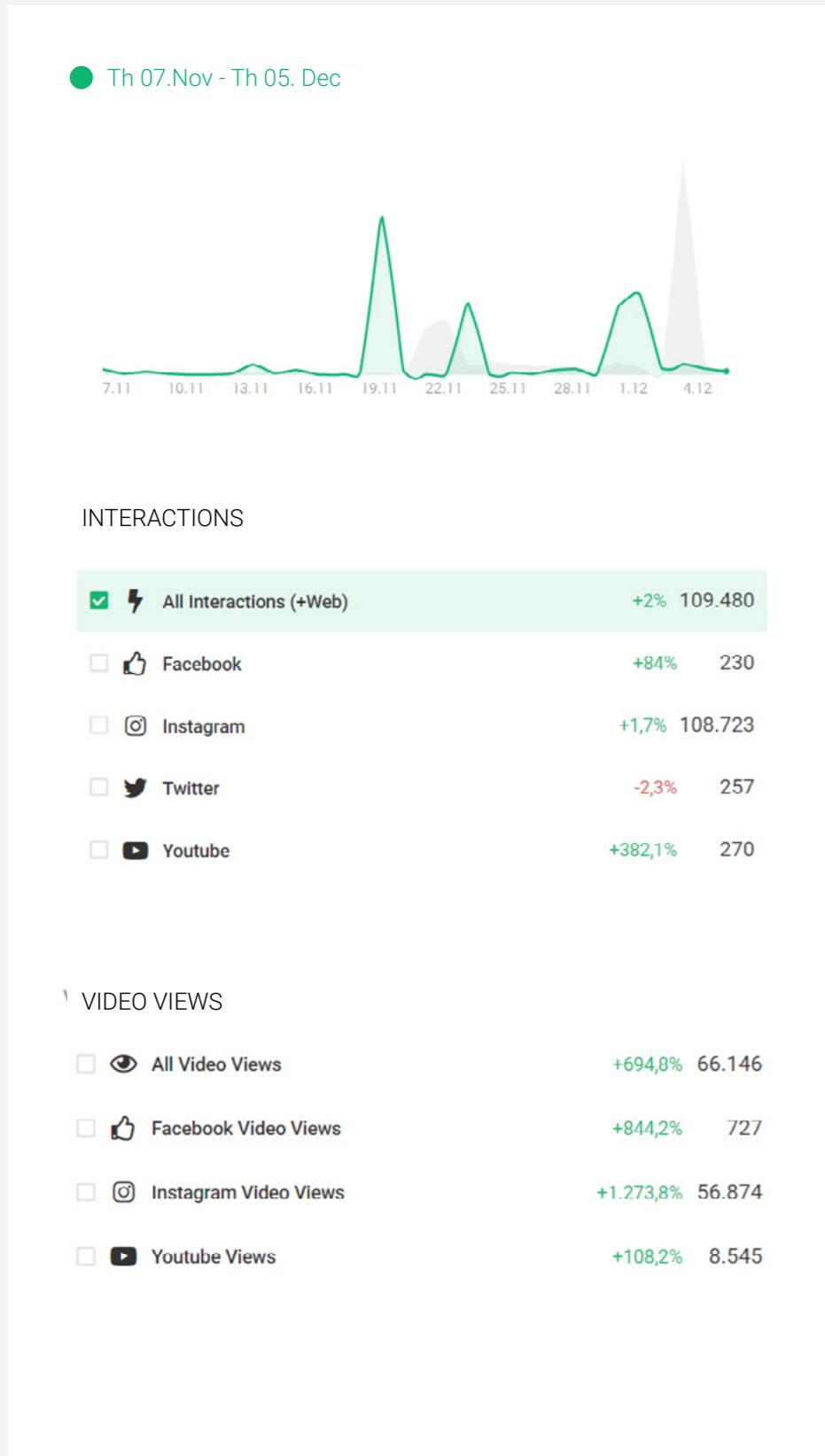
The most read social posts contain the following keywords and context:

Transforming power of a rebuild, Caterpillar visitor's center, Thanksgiving with Caterpillar in Northern California farm field, Cat Tech swap series, Cat 777 new water feature

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4 Case



Brief summary

During the reference period, the company enlisted 109.480 interactions, which is 2% more than the previous period under review. All interactions were detected in 202 posts in total which practically levelled the last reference period (-1% decrease). The best performing platform is clearly Instagram, counting 108.723 interactions (+1,7%). The remaining social media channels count a negligible number of interactions; Facebook 230 (+84% growth), YouTube 270 (382%) and Twitter 257 (-2,3%).

Social channels offer an additional way of drawing the attention of visitors towards the company products and services – videos. CASE reached over 66.000 video views altogether. The 694% growth compared to the previous reference period signalize that CASE recently invested a lot of resources into video technology. Instagram is by far the best performing channel with 56.874 video views (that means a notable increase of +1.274%). The second place is occupied by YouTube that managed to gain 8.545 video views (+108%). Even though Facebook videos gathered only 727 views, the number means a growth of +844% compared to the last reference period.

The most read social posts contain the following keywords and context:

máquinas valentes que aumentam a sua produtividade, quem aí adivinha qual é essa bruta olhando apenas a frente da máquina, novembro é o mês oficial do Combate ao Câncer de Próstata, Parceria bruta para diferentes tipos de trabalho: a Motoniveladora 845B

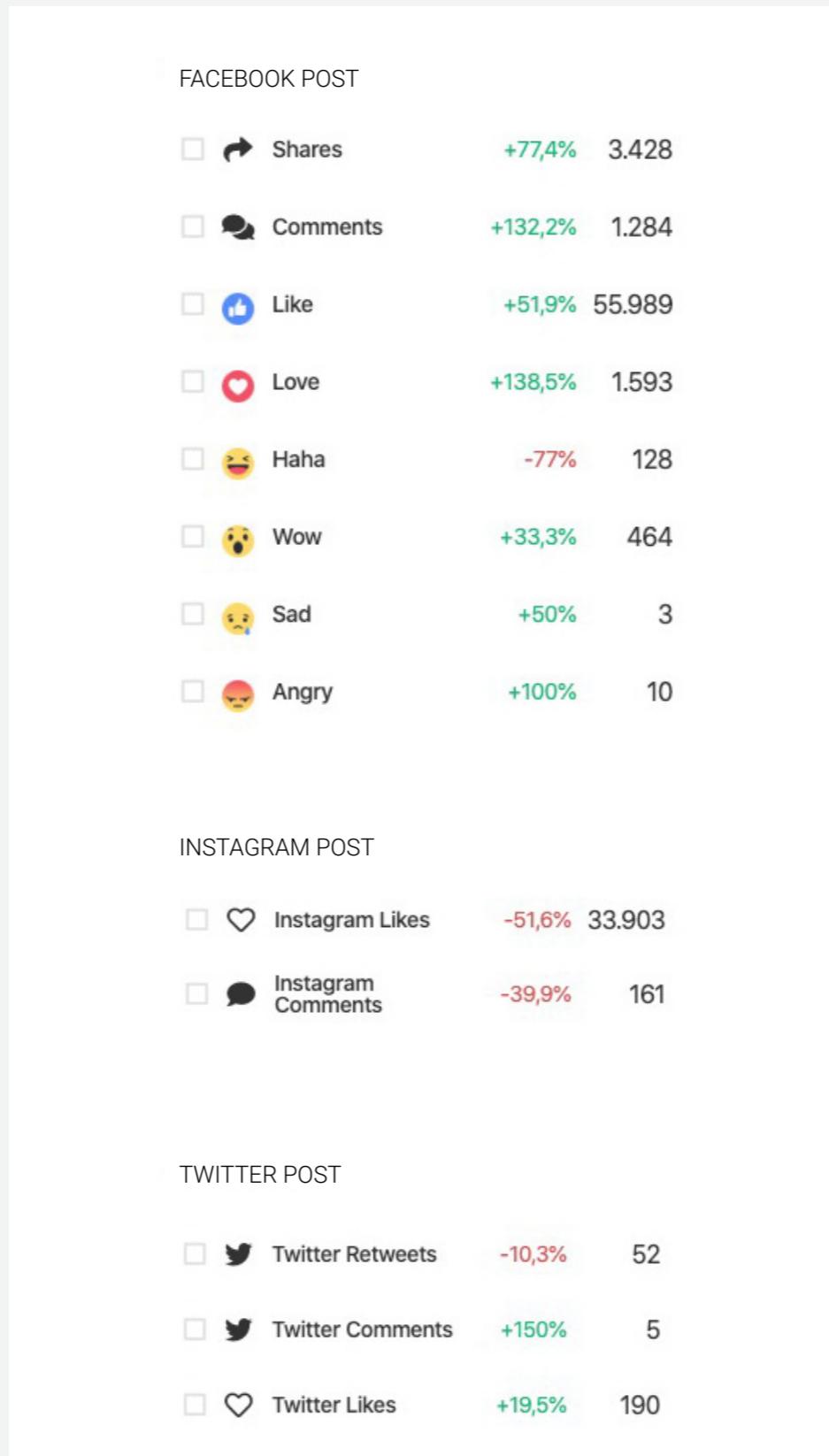
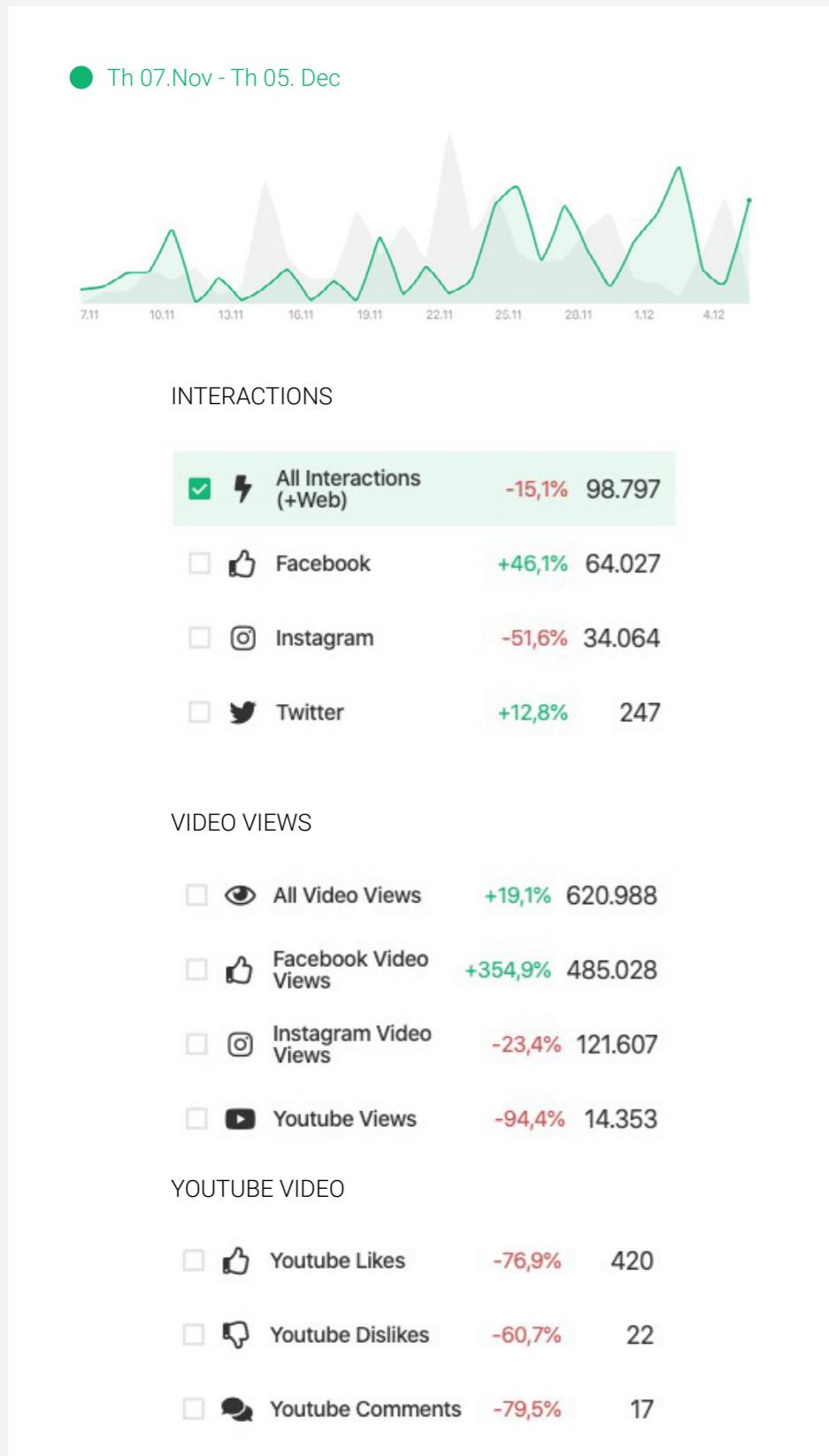
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3

Volvo CE

Changes in % relate to the previous 28-day period



TOP POSTS

		INTERACTIONS
1	13. Nov 2019 Mais de 400 máquinas Volvo CE estão participando da construção da nova 'Estrada da Seda', um megaprojeto que irá ligar 60 países, da Chin...	7.256
2	12. Nov 2019 Hoje é dia de colocar as máquinas para funcionar. Partiu continuar a semana pegando peso! #Volvo #Volvo #Máquinas...	6.534
3	20. Nov 2019 Sabia que um terço dos homens brasileiros não cuidam da própria saúde? * Por isso que falar sobre o câncer de próstata é tão importante e...	5.583

BRIEF SUMMARY

Totalling 98.797 interactions in the period under review with 452 total social media posts (+37% growth) detected in the given time period. Compared to the previous month, Volvo CE dropped by 15,1% in total interactions. The strongest interaction channels for Volvo CE this month are 1. Facebook (64.027 interactions, +46,1% compared to previous month), 2. Instagram (34.064 interactions, -51,6% compared to previous month) and 3. Youtube (459 interactions, -76,6% compared to previous month).

Well-conceived videos are a common and neat way to drive potential customers via social channels towards one's products and often functions as a brand shaper and builder. Regarding videos viewed in the period under review, Facebook is incontestably the strongest channel for Volvo CE (458.028 views, +354,9% compared to the previous period). Volvo must have significantly increased spendings and/or activities with the period under review. Instagram videos views rank as 2nd best performing platform (ca. 1/4 of the Facebook result, with a decrease rate of minus >23% compared to the previous month). This very channel has reached statistical significance, but can still be improved - especially since Instagram is currently the fastest growing social medium in the short and mid run. With "only" ca. 14.353 video views (>94% decrease compared to previous month, though), YouTube seems to be the worst performing video platform for Volvo CE with low marketing importance.

The most read social posts contain the following keywords:

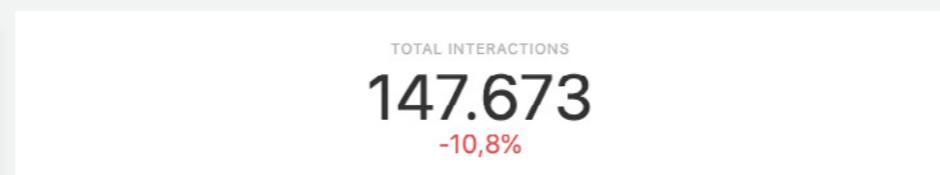
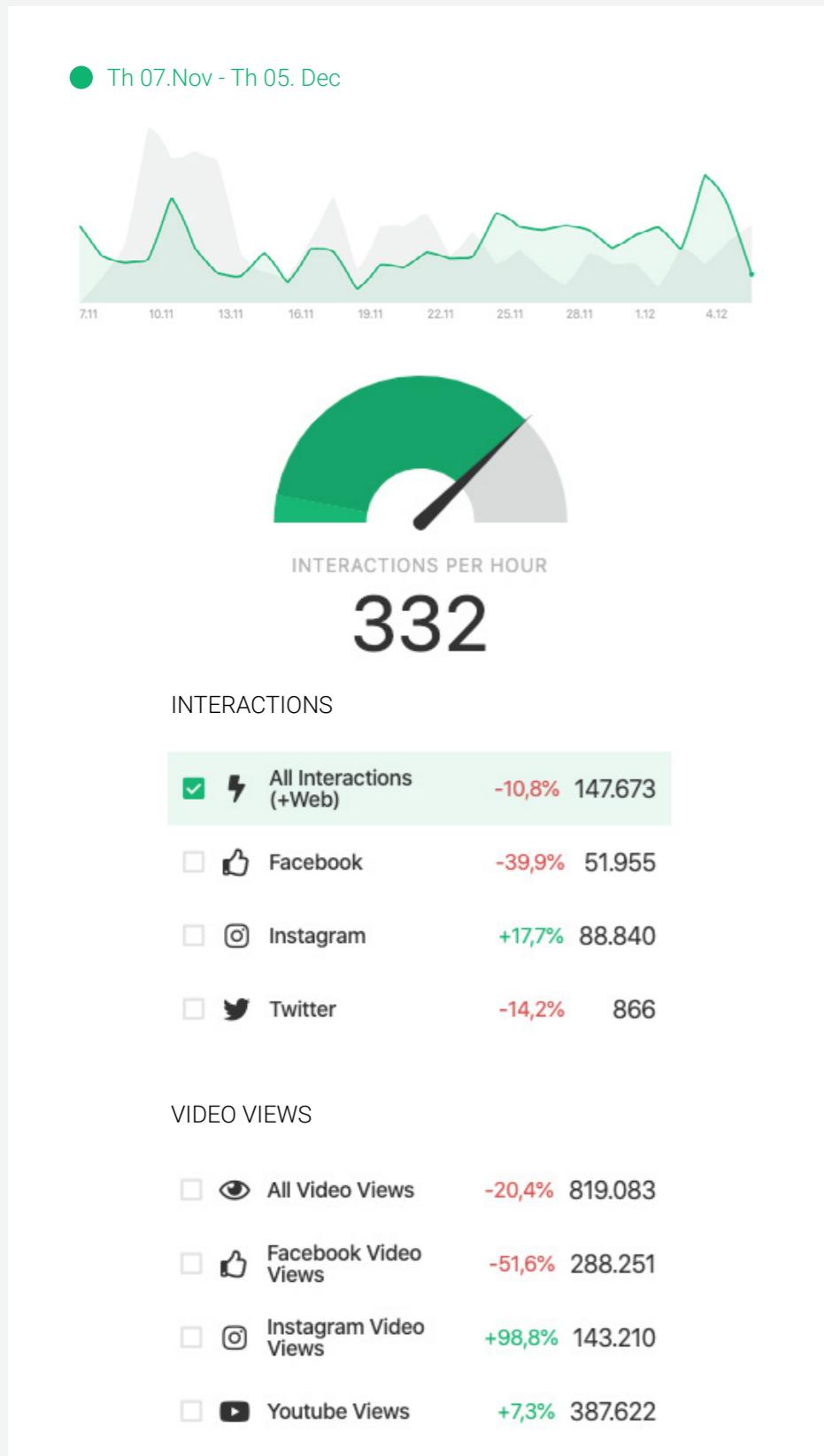
Mais de 400 máquinas megaprojeto 'Estrada da Seda', Partiu continuar a semana pegando peso, falar sobre o câncer de próstata é tão importante e necessário, Volvo está celebrando o marco de 1 milhão de veículos conectados, Volvo CE el R70D

Interested in your individual social media profile?

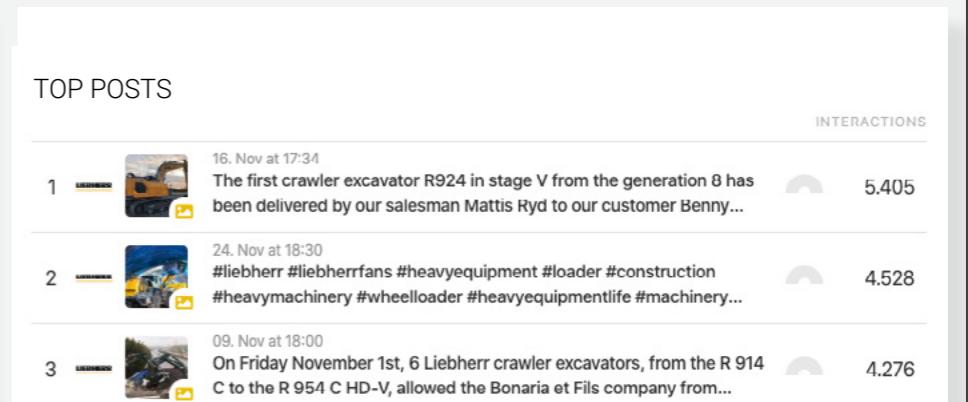
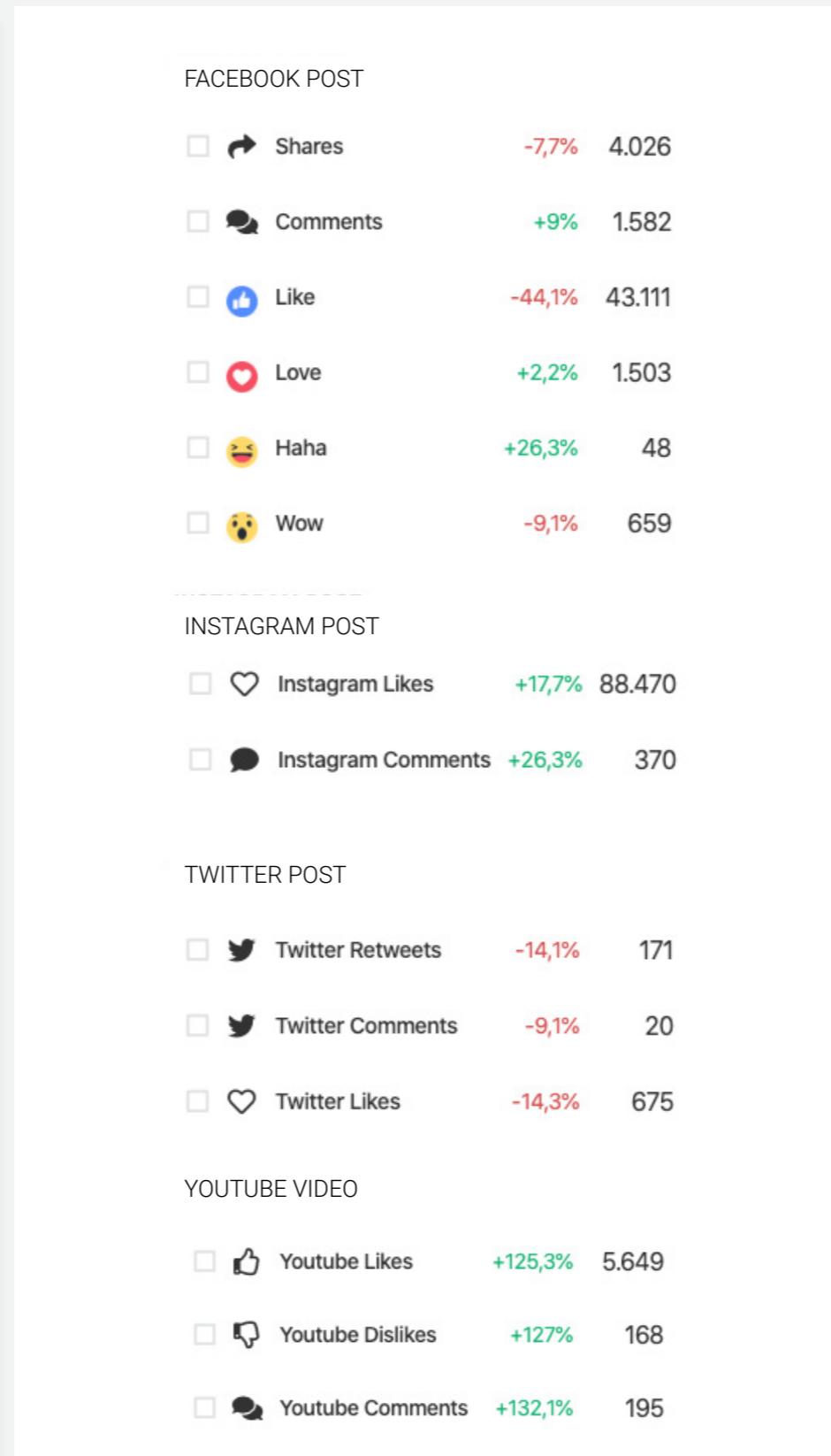
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2

Liebherr



Changes in % relate to the previous 28-day period



BRIEF SUMMARY

The company reached 147.673 total interactions during the reference period, corresponding with loss of -10,8% compared to the previous period. Nevertheless, Liebherr produced 502 posts, which means an increase of +12,1%. Instagram is the most popular channel for Liebherr with 88.840 interactions (+17,7%). The second place was seized by Facebook, reaching 51.955 interactions, but overall a loss of -39,9% in comparison with the previous month. YouTube ranked as the third strongest channel with over 6.000 interactions and an increase of +125,6%. Twitter remains the least popular channel, counting 866 interactions (-14,2%).

Videos published on social channels are an interesting way of improving the company's profile and a chance to draw the attention from potential customers. Videos from all social media generated 819.089 views in total. The strongest channel for Liebherr videos is YouTube, which generated 387.622 views (+7,3%). The second strongest is still Facebook with 288.251 video views, but even so, its importance seems to be declining (-51,6%). In spite of the fact that Instagram generated the lowest number of views (143.210), it displays the biggest growth; +98,8% compared to the last period.

The most read social posts contain the following keywords and context:

Stage V crawler excavator R924, Liebherr construction heavy machinery, Liebherr crawler excavators from R 914 C to R 954 C HD-V, L 566 wheel loader operating at a quarry, The 60,000th presents the new generation of crawler excavators

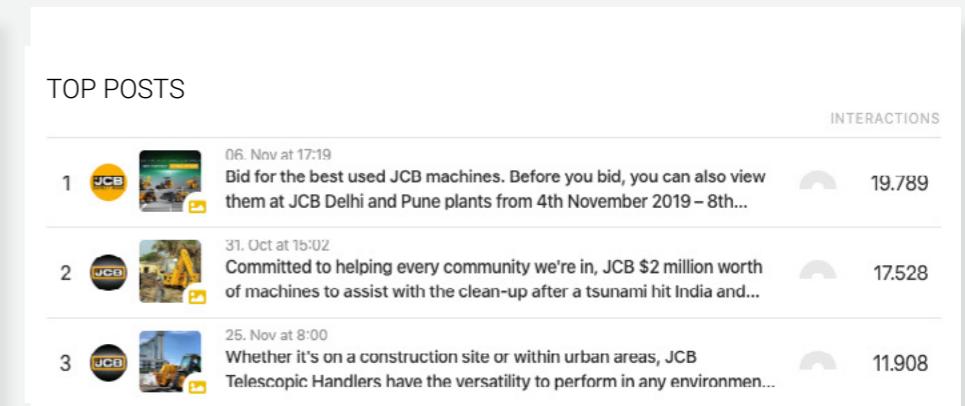
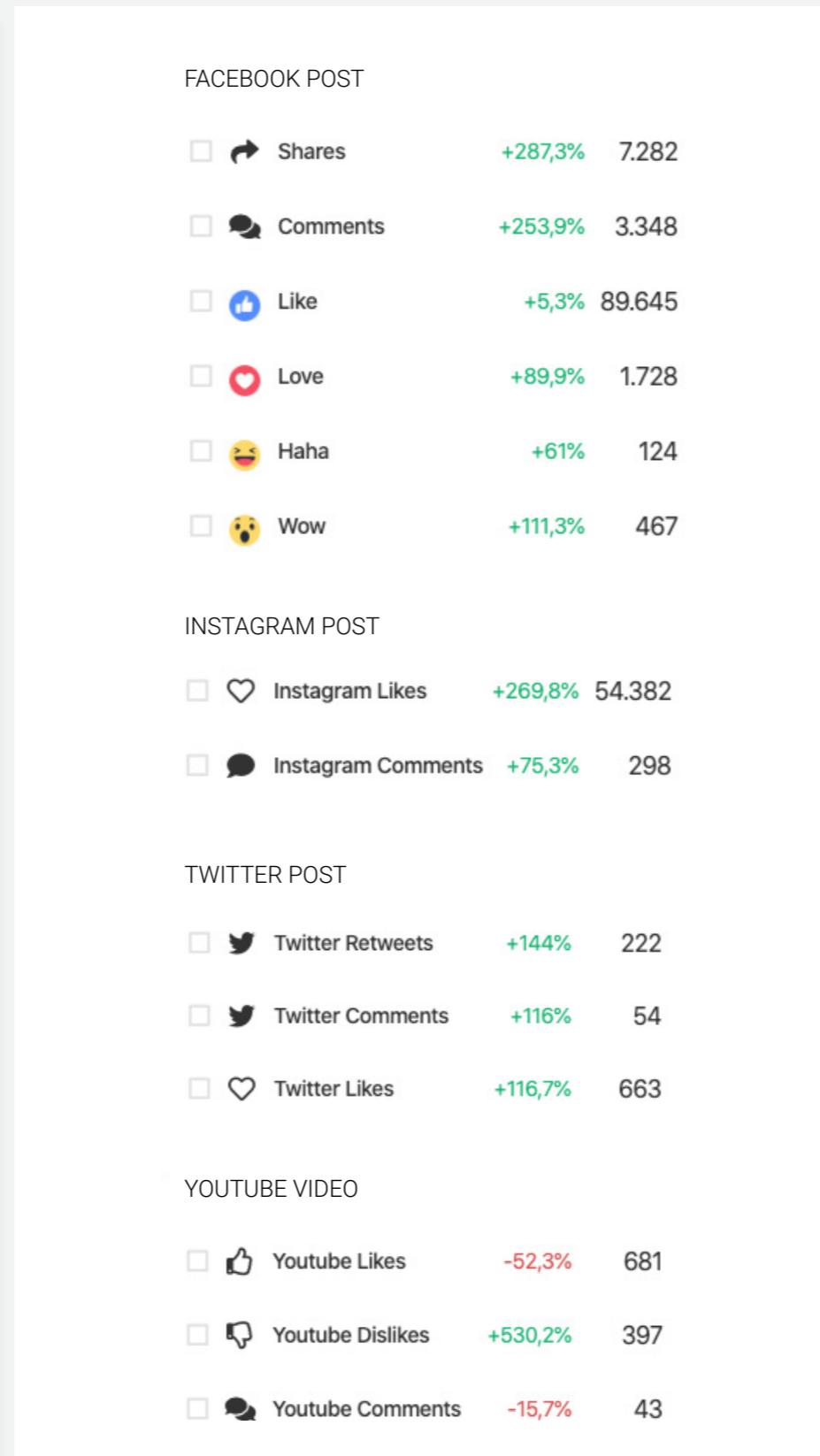
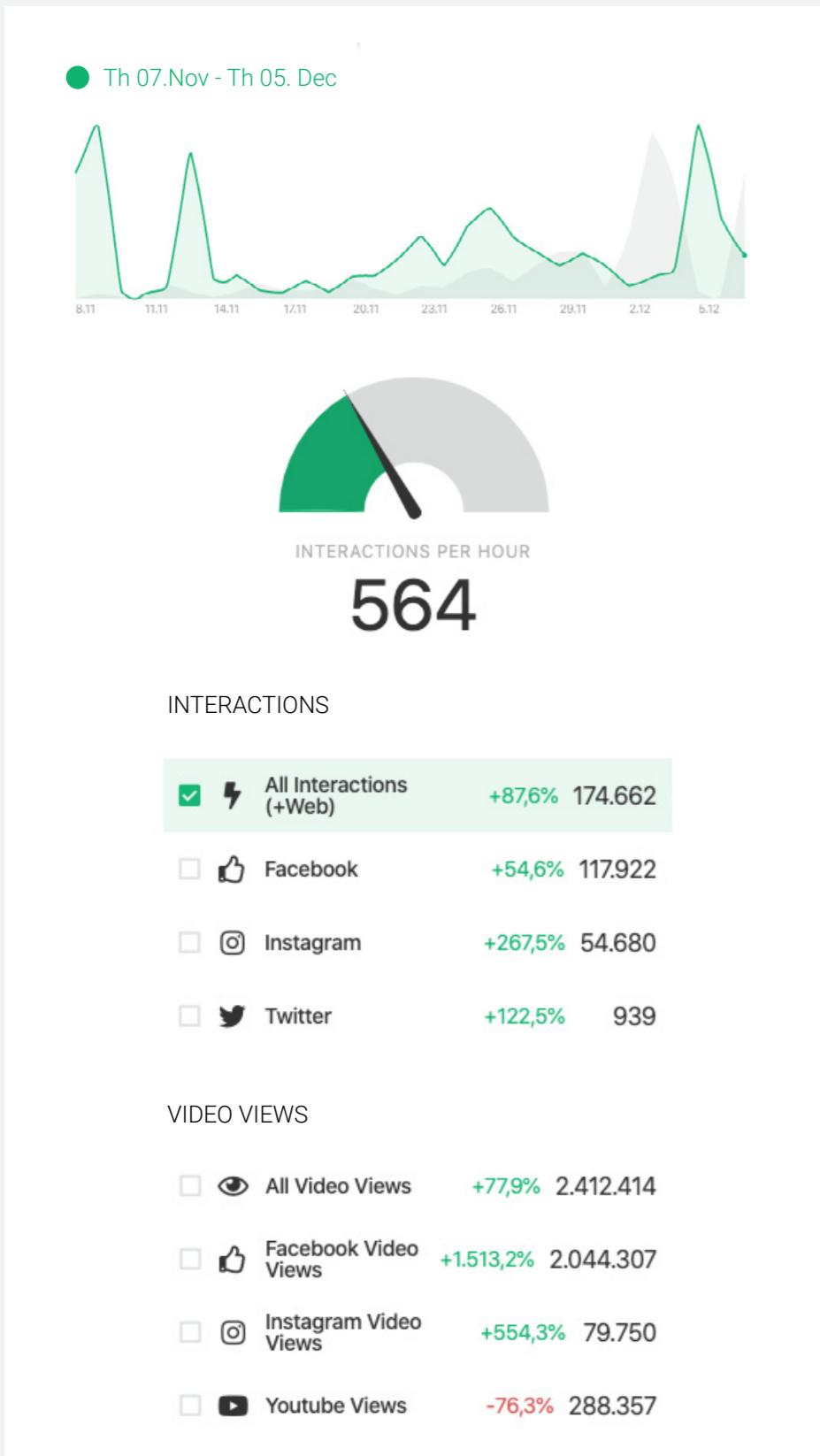
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1

JCB

Changes in % relate to the previous 28-day period

**BRIEF SUMMARY**

Totalling 174.662 interactions in the period under review, JCB marks a growth of 87,6% interactions compared to the previous month. This number of interactions was generated from 686 posts in total (+25,2%). Facebook is the strongest channel for JCB, which generated almost 118.000 interactions (+54,6% compared to the previous month). On the other hand, Instagram is the most rapidly growing channel that achieved 54.680 interactions (+267,5%). The remaining two channels have significantly lower impact: Twitter reached 939 interactions (+122,5%), whereas YouTube gained 1.121 interactions that marked a notable decrease compared to the previous period (-27,3%).

Company-related videos are an optimal opportunity to acquire more visibility and present the company's products or news to visitors/customers, especially via social media. JCB achieved 2.412.414 video views in the reviewed period (+77,9% compared to the previous period). The most important video channel has been by far Facebook with more than 2.044.000 views, which means a comparably large increase of 1.513%. YouTube video views rank second, counting over 288.000 views, however, showing a decrease of -76,3%. Instagram video views generated the lowest number of views in total (79.750), however, the number increased by 554,3% compared to the last month.

The most read social posts contain the following keywords and contexts:

Bid for best used machines, Tsunami support with £2m worth JCB machines in India, Telescopic handlers in urban regions, JCB 435S, lucky draw sweep-stake, donation to National Rehabilitation Center

Interested in your individual social media profile?

Get in touch at marketing@lectura.de

List of sources

The detailed analysis of this report is powered and compiled by [Storyclash](#) - a new, encompassing social media performance "gatherer" that basically searches the entire web for your activities and the user's / influencer's reaction to them. The sources used for this report are activities from social media accounts that officially belong to the OEM or its subsidiaries. The chosen channels are provided by the software itself. In case you are missing social media sources for your company, that we didn't cover, please feel free to contact us with updates - although we made properly sure that we cover everything of relevance.

1. Bobcat Atlantic
2. Bobcat Brasil
3. Bobcat Company
4. Bobcat Equipment
5. Bobcat India
6. Case CE
7. CASE Construction Equipment
8. CASE Construction Equipment
9. CASE Construction Equipment
10. CASE Construction Equipment
11. CASE Construction Equipment
12. CASE Construction Equipment BR
13. Case Construction India
14. Case Construction SA
15. CASE Europe
16. Case İş Makineleri
17. CASE North America
18. Caterpillar Careers
19. Caterpillar Global
20. CaterpillarIndia
21. Caterpillar Indonesia
22. Caterpillar machinery construction
23. Caterpillar Machines
24. CaterpillarThailand
25. Caterpillar uae
26. CGT Caterpillar
27. Hitachi CM Americas
28. Hitachi CM Europe
29. Hitachi Construction
30. Hitachi Construction
31. Hitachi Construction Machinery Australia
32. Hitachi Construction Machinery Loaders America Inc.
33. Hitachi Construction Machinery Middle East Corporation FZE (HMEC)
34. Hyundai Construction Equipment Americas
35. Hyundai Construction Equipment Europe
36. Hyundai Construction Equipment India
37. Hyundai Construction Equipment Philippines
38. Hyundai Construction Equipment Worldwide
39. Internet trends 2019. <https://www.bondcap.com/report/itr19/>
40. JCB Africa
41. JCB Agriculture
42. JCB Australia
43. JCB Backhoe Loaders
44. JCB Brazil
45. JCB Deutschland
46. JCB Galadari
47. JCB Global
48. JCB Latinoamérica
49. JCB Maquinaria Espana
50. JCB Middle East
51. JCB North America
52. JCB Owners & Operators
53. JCB Peru
54. JCB Russia
55. JCB South East Asia
56. JCB Tools & Workwear
57. JCB Turkey
58. Komatsu Australia
59. Komatsu Brasil International
60. Komatsu Construction
61. Komatsu Ecuador Fan Page
62. Komatsu Equipment
63. Komatsu Europe
64. Komatsu Forest
65. Komatsu Forest AB
66. Komatsu Forest BR
67. Komatsu Forest US
68. Komatsu Forklift U.S.A.
69. Komatsu México
70. Komatsu Mining
71. Komatsu New Zealand
72. Komatsu Operación Latinoamérica
73. KomatsuPart
74. Komatsu Poland
75. Komatsu Rental
76. Komatsu Spain
77. Kubota Canada

78. Kubota Canada
79. Kubota Greece
80. Kubota in Europe
81. Kubota in Europe
82. Kubota México
83. Kubota NZ
84. Kubota South Africa
85. Kubota UK
86. Liebherr Construction
87. Liebherr Construction
88. LiebherrConstruction
89. Liebherr GB
90. LiebherrGB
91. Liebherr - Great Britain
92. Liebherr Karriere
93. Liebherr Maritime
94. LiebherrMaritime
95. Liebherr Maritime JCB India
96. Liebherr Mining
97. Liebherr Mining
98. Liebherr-Sverige AB
99. Liebherr Tower Cranes
100. Pacific JCB
101. Social media reach. https://en.wikipedia.org/wiki/Social_media_reach
102. Volvo CE Brasil
103. Volvo CE Finland
104. Volvo CE, India
105. Volvo CE Indonesia
106. Volvo CE Italia
107. Volvo CE Korea
108. Volvo Construction Equipment
109. Volvo Construction Equipment Brasil
110. Volvo Construction Equipment Deutschland
111. Volvo Construction Equipment - Europe, Middle East and Africa
112. Volvo Construction Equipment Finland
113. Volvo Construction Equipment France
114. Volvo Construction Equipment Hispanoamérica
115. Volvo Construction Equipment Indonesia
116. Volvo Construction Equipment North America