

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Manufacturing and Industrial: The AI Visibility Report

Three machine reads of 176 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

131	42	0	45
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 176 sites approached, 45 could not be measured at all: 28 refused an automated reader outright, 12 gave one no response, and 5 serve pages that are empty until scripts run. Of the 131 sites a machine could read, not one reached 70 out of 100 on the composite Crane Index™. The three reads tell one story: access is broadly survivable (Agent median 65), meaning is patchy (AI Search median 47), and identity is the collapse (Representation median 15, with 130 of 131 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

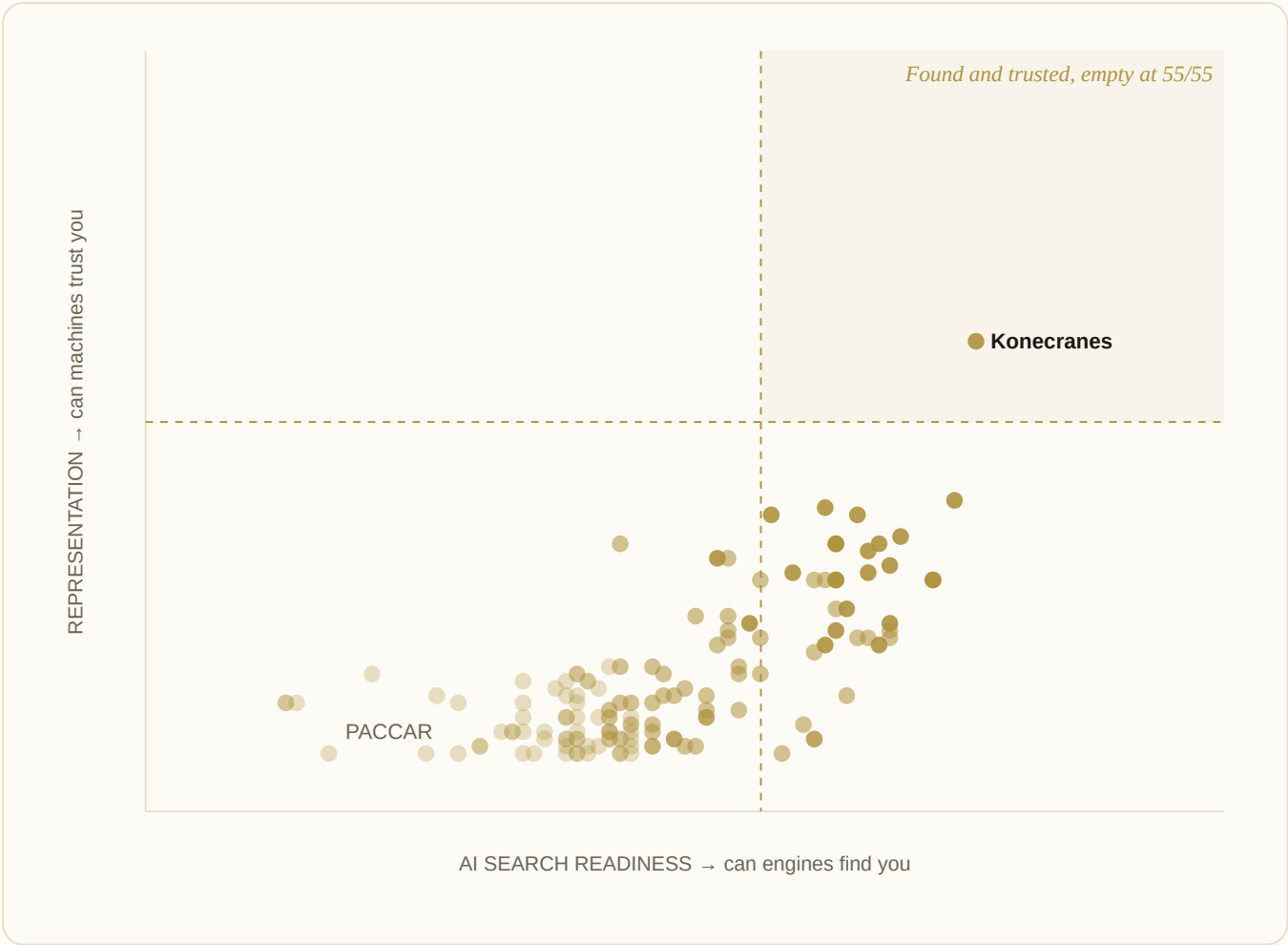
The three reads

AI Search Readiness. Median 47, range 13 to 77. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 65, range 30 to 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 65. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: the field is led by Konecranes on 69, while PACCAR sits on 20. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

Every site a machine could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Konecranes konecranes.com	69	77	64	65
2	Amcor amcor.com	68	75	86	43
3	Crown Holdings crowncoke.com	66	66	92	41
4	Dassault Aviation dassault-aviation.com/en	65	70	87	38
5	KUKA kuka.com	65	73	89	32
6	Packaging Corporation of America packagingcorp.com	64	73	87	32
7	International Paper internationalpaper.com	63	64	87	37
8	Smurfit WestRock smurfitwestrock.com	63	64	87	37
9	Trimble trimble.com/en	63	68	83	37
10	Johnson Controls johnsoncontrols.com	62	67	84	36
11	Symbotic symbotic.com	62	69	82	34
12	CRH crh.com	61	64	87	32
13	Howmet Aerospace howmet.com	60	60	86	33
14	Novanta novanta.com	59	68	87	23
15	KION Group kiongroup.com/en	58	53	85	35
16	Evonik Industries evonik.com/en.html	57	58	72	41
17	Prysmian prysmian.com/en	57	64	74	32
18	Air Liquide airliquide.com	56	65	74	28
19	Honeywell honeywell.com/us/en	56	63	63	42

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Wabtec wabteccorp.com	56	67	69	33
21	Coats Group coats.com/en	55	64	77	25
22	Endress+Hauser endress.com/en	55	63	78	23
23	Teradyne teradyne.com	55	69	70	26
24	Volvo Group volvogroup.com/en	55	56	82	26
25	Airbus airbus.com/en	54	69	69	24
26	Nucor nucor.com	54	62	89	10
27	Heidelberg Materials heidelbergmaterials.com/en	53	64	68	28
28	KONE kone.com/global/en.html	53	57	71	32
29	Solvay solvay.com/en	53	66	69	24
30	Sonoco sonoco.com/na	53	62	76	22
31	Tata Steel tatasteel.com	53	54	69	35
32	Trane Technologies tranetechnologies.com/en/index.html	53	69	65	25
33	Siemens siemens.com/en-us	52	67	65	24
34	Vertiv vertiv.com/en-us	52	44	76	37
35	XP Power xppower.com	52	63	62	32
36	Keyence keyence.com	50	65	69	16
37	Carrier Global carrier.com/us/en	49	54	65	27
38	Dow dow.com/en-us	48	62	50	32
39	Forterra forterra.co.uk	48	62	73	10
40	Huntington Ingalls Industries hii.com	48	57	64	24
41	Boeing boeing.com	47	54	62	25

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	JCB jcb.com/en-US	47	54	63	24
43	Pentair pentair.com	47	52	74	16
44	Yara International yara.com	47	61	68	12
45	Croda International croda.com/en-gb	46	55	64	19
46	Metso metso.com	46	55	68	14
47	Rheinmetall rheinmetall.com/de	46	53	61	23
48	UPM-Kymmene upm.com	46	55	63	20
49	Wärtsilä wartsila.com	46	57	62	19
50	Flowserve flowserve.com	45	50	69	17
51	Leonardo leonardo.com/en	45	47	68	20
52	Murata Manufacturing murata.com	45	44	81	10
53	Victrex victrex.com/en	45	59	68	8
54	Covestro covestro.com	44	52	68	13
55	L3Harris Technologies l3harris.com	44	52	66	14
56	Schneider Electric se.com/www/en	44	51	53	27
57	BASF basf.com/us/en	43	49	65	16
58	Daimler Truck daimlertruck.com/en	43	50	69	9
59	Mondi mondigroup.com	43	47	69	12
60	Renishaw renishaw.com/en/renishaw-enhancing-efficiency-in-manufacturing-and-healthcare-1030	43	49	69	10
61	Sherwin-Williams sherwin-williams.com	43	48	61	19
62	Atlas Copco atlascopco.com	42	48	62	16
63	Babcock International babcockinternational.com	42	45	68	12

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	GE Aerospace geaerospace.com	42	45	65	15
65	Holcim holcim.com	42	51	65	9
66	Nutrien nutrien.com	42	52	62	13
67	Saab saab.com	42	47	69	11
68	Sandvik home.sandvik	42	44	61	20
69	Smiths Group smiths.com	42	49	68	10
70	Spirax Group spiraxgroup.com	42	43	69	13
71	Illinois Tool Works itw.com	41	43	65	14
72	Linde linde.com	41	47	68	9
73	Morgan Advanced Materials morganadvancedmaterials.com/en-gb	41	47	62	15
74	Otis Worldwide otis.com/en/us	41	43	69	11
75	Rockwell Automation rockwellautomation.com	41	40	65	19
76	Arkema arkema.com/global/en	40	43	68	10
77	Hitachi Energy hitachienergy.com	40	44	62	15
78	Manitowoc manitowoc.com	40	44	68	8
79	voestalpine voestalpine.com/group/en	40	39	69	13
80	Akzo Nobel akzonobel.com/en	39	38	61	17
81	Ecolab ecolab.com	39	45	63	9
82	Emerson Electric emerson.com/en/corporate	39	45	62	10
83	Huhtamaki huhtamaki.com	39	40	63	13
84	Johnson Matthey matthey.com	39	43	62	11
85	Kongsberg Gruppen kongsberg.com	39	42	59	17

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Kubota kubota.com	39	42	62	13
87	Mitsubishi Heavy Industries mhi.com	39	39	68	10
88	PPG Industries ppg.com/en-US	39	40	61	15
89	Sika sika.com	39	35	67	15
90	AGCO agcocorp.com/us/en/home.html	38	42	62	9
91	Danfoss danfoss.com/en	38	45	62	8
92	Oxford Instruments oxinst.com	38	34	69	11
93	Rockwool rockwool.com/north-america	38	39	65	10
94	Rotork rotork.com/en	38	40	62	11
95	TE Connectivity te.com/en/home.html	38	41	56	18
96	Alcoa alcoa.com/global/en/home	37	45	56	11
97	Embraer embraer.com	37	36	68	8
98	Fanuc fanuc.co.jp	37	33	68	11
99	Ibstock ibstock.co.uk	37	41	62	8
100	Nidec nidec.com/en	37	35	62	13
101	Northrop Grumman northropgrumman.com	37	41	52	18
102	RTX rtx.com	37	40	56	16
103	TT Electronics ttelelectronics.com	37	40	62	10
104	Yaskawa Electric yaskawa-global.com	37	37	62	11
105	Lockheed Martin lockheedmartin.com	36	39	50	18
106	thyssenkrupp thyssenkrupp.com	36	39	62	8
107	Mitsubishi Electric mitsubishielectric.com/en	35	35	61	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	QinetiQ qinetiq.com/en	35	40	56	10
109	Steel Dynamics steeldynamics.com	35	40	57	8
110	Terex terex.com	35	39	56	9
111	Textron textron.com	35	35	59	11
112	CNH Industrial cnh.com	34	29	59	15
113	Grundfos grundfos.com	34	41	53	9
114	LyondellBasell lyondellbasell.com	34	34	58	11
115	Synthomer synthomer.com	34	37	55	10
116	Weir Group global.weir	34	35	48	18
117	AMETEK ametek.com	33	27	55	16
118	Komatsu komatsu.jp/ja	33	31	58	9
119	Marshalls marshalls.co.uk	33	29	62	8
120	Teledyne Technologies teledyne.com/en-us	32	21	57	19
121	Spectris spectris.com	31	43	30	20
122	Deere & Company deere.com/en-us	30	39	34	16
123	Alstom alstom.com	29	45	30	13
124	Oshkosh oshkoshcorp.com	29	47	30	9
125	Vulcan Materials vulcanmaterials.com	28	31	44	9
126	Assa Abloy assaabloy.com/group/en	27	40	34	8
127	Kingspan Group kingspan.com	23	26	34	8
128	BAE Systems baesystems.com	21	14	34	15
129	Cemex cemex.com	21	13	34	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	Thales thalesgroup.com	21	13	34	15
131	PACCAR paccar.com	20	17	34	8

The 45 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader:* the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page:* the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response:* the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

General Dynamics · refused the reader

TransDigm Group · refused the reader

Rolls-Royce Holdings · refused the reader

Safran · refused the reader

Elbit Systems · refused the reader

Chemring Group · refused the reader

Parker Hannifin · refused the reader

Ingersoll Rand · refused the reader

IMI · refused the reader

Halma · refused the reader

Melrose Industries · refused the reader

Amphenol · refused the reader

Corning · refused the reader

discoverIE Group · refused the reader

Cognex · refused the reader

Cummins · refused the reader

ESAB · refused the reader

Lincoln Electric · refused the reader

Nordson · refused the reader

Xylem · refused the reader

Watts Water Technologies · refused the reader

Air Products · refused the reader

ArcelorMittal · refused the reader

Saint-Gobain · refused the reader

Geberit · refused the reader

Ball Corporation · refused the reader

Sealed Air · refused the reader

Stora Enso · refused the reader

3M · no response

Eaton · no response

Roper Technologies · no response

Dover Corporation · no response

ABB · no response

Omron · no response

Caterpillar · no response

Knorr-Bremse · no response

Schaeffler · no response

DuPont · no response

Nippon Steel · no response

Graphic Packaging · no response

Mettler-Toledo · script-only page

SKF · script-only page

Vesuvius · script-only page

Festo · script-only page

Breedon Group · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

Honest limits

131 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.