

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Transport and Logistics: 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.

110	41	0	66
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 176 sites approached, 66 could not be measured at all: 29 refused an automated reader outright, 29 gave one no response, and 8 serve pages that are empty until scripts run. Of the 110 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 63), meaning is patchy (AI Search median 47), and identity is the collapse (Representation median 13, with 110 of 110 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.

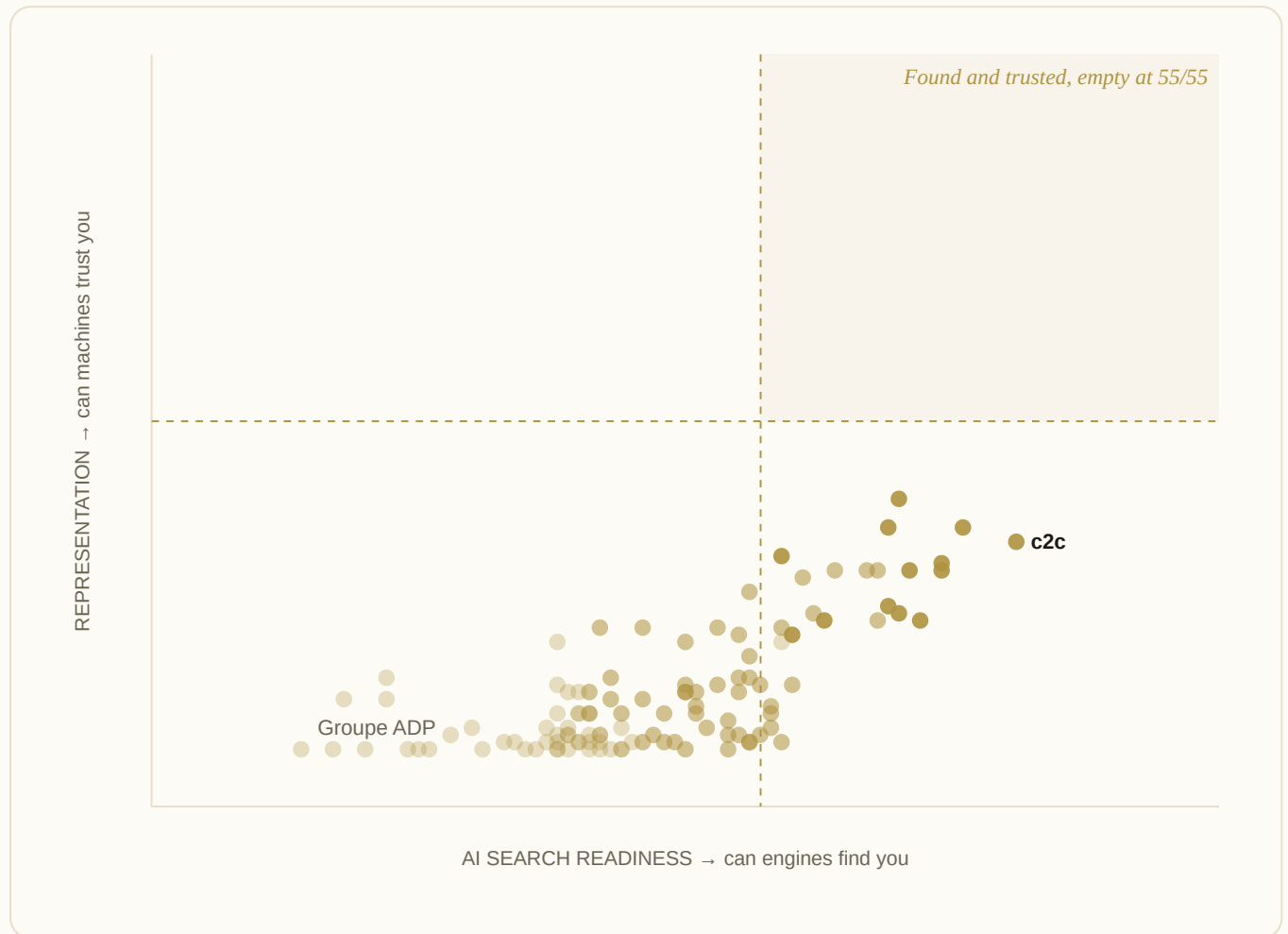
The three reads

AI Search Readiness. Median 47, range 14 to 81. 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 63, range 30 to 88. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 43. 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 c2c on 68, while Groupe ADP sits on 19. 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	c2c c2c-online.co.uk	68	81	87	37
2	Agility agility.com	65	69	88	39
3	Werner Enterprises werner.com	64	76	76	39
4	Network Rail networkrail.co.uk	63	74	82	34
5	Go-Ahead Group go-ahead.com	61	70	69	43
6	Whistl whistl.co.uk	61	74	75	33
7	GXO Logistics gxo.com	59	69	79	28
8	PSA International globalpsa.com	59	59	83	35
9	Eddie Stobart eddiestobart.com	57	71	66	33
10	RXO rxo.com	57	72	73	26
11	United States Postal Service usps.com	57	70	75	27
12	GB Railfreight gbrailfreight.com	56	63	80	26
13	Stena Line stenaline.com	55	60	82	24
14	C.H. Robinson chrobinson.com/en-us	54	68	62	33
15	DFDS dfds.com/en/passenger-ferries	54	67	62	33
16	bpost bpost.be/nl	53	55	88	16
17	Hub Group hubgroup.com	53	61	67	32
18	Kuehne + Nagel kuehne-nagel.com	53	64	62	33
19	Eurostar eurostar.com/us-en	52	68	63	26

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Atlas Air atlasair.com	51	57	87	10
21	Menzies Aviation menziesaviation.com	51	59	85	9
22	Rhenus Logistics rhenus.group	51	55	79	18
23	Posten Bring bring.com	50	62	62	27
24	GEODIS geodis.com/us-en	49	55	68	24
25	Singapore Post singpost.com	49	59	63	25
26	Maersk maersk.com	48	60	68	17
27	South Western Railway southwesternrailway.com	48	56	69	18
28	Transdev transdev.com	48	50	87	8
29	Lineage onelineage.com	47	53	62	25
30	Old Dominion Freight Line odfl.com	47	46	69	25
31	Southeastern southeasternrailway.co.uk	47	57	68	17
32	Flexport flexport.com	46	56	62	21
33	ArcBest arcb.com	45	54	71	10
34	Avanti West Coast avantivestcoast.co.uk	45	58	62	14
35	Hoegh Autoliners hoeghautoliners.com	45	53	65	17
36	J.B. Hunt Transport Services jbhunt.com	45	58	65	13
37	La Poste laposte.fr	45	56	50	30
38	Nederlandse Spoorwegen ns.nl	45	54	68	12
39	Schneider National schneider.com	45	50	62	23
40	DB Schenker dsv.com/en	44	56	68	9
41	DP World dpworld.com/en	44	51	65	16

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	DSV dsv.com/en	44	56	68	9
43	HHLA hhl.de	44	46	76	9
44	National Express nationalexpress.com/en	44	51	68	14
45	NYK Line nyk.com	44	50	66	16
46	Port of Dover portofdover.com	44	46	72	15
47	Toll Group tollgroup.com	44	50	65	16
48	Transport for Wales tfw.wales	44	52	68	11
49	DACHSER dachser.com/en	43	48	68	13
50	Norfolk Southern norfolksouthern.com	43	50	63	17
51	Chiltern Railways chilternrailways.co.uk	42	41	68	16
52	DB Cargo dbcargo.com/rail-de-de	42	49	68	9
53	Northern northernrailway.co.uk	42	58	56	11
54	Caledonian MacBrayne calmac.co.uk/en-gb	41	54	62	8
55	Canadian National Railway cn.ca/en	41	43	62	18
56	Estes Express Lines estes-express.com	41	42	56	25
57	Heathrow Airport heathrow.com	41	41	68	13
58	Ryder System ryder.com/en-us	41	55	58	10
59	Australia Post auspost.com.au	40	47	62	10
60	BNSF Railway bnsf.com	40	48	62	9
61	Gatwick Airport gatwickairport.com	40	43	62	15
62	ICTSI ictsi.com	40	42	68	10
63	Landstar System landstar.com	40	51	56	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	PostNord postnord.com	40	44	67	8
65	TransPennine Express tpexpress.co.uk/	40	44	62	13
66	Adani Ports adaniports.com	39	44	63	11
67	Cargolux cargolux.com	39	41	68	8
68	FlixBus flixbus.com	39	40	61	16
69	Fraport fraport.com/de.html	39	40	69	9
70	GLS gls-group.com	39	38	63	17
71	Trenitalia trenitalia.com/it.html	39	41	64	13
72	Tritax Big Box tritaxbigbox.co.uk	39	39	68	11
73	Austrian Post post.at	38	41	63	9
74	CitySprint citysprint.co.uk	38	42	63	8
75	ÖBB oebb.at	38	41	62	10
76	Poste Italiane posteitaliane.it	38	38	62	13
77	Bahri bahri.sa	37	40	62	9
78	DPD dpd.com	37	59	30	23
79	Irish Ferries irishferries.com/uk-en/Travel-to-France	37	38	65	9
80	RATP Group ratpgroup.com/fr	37	39	62	10
81	Uber Freight uberfreight.com/en-US	37	39	61	10
82	Wallenius Wilhelmsen walleniuswilhelmsen.com	37	40	58	13
83	Aurizon aurizon.com.au	36	34	64	9
84	Edinburgh Airport edinburghairport.com	36	38	62	8
85	XPO xpo.com	36	40	55	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Peel Ports peelports.com	35	30	64	11
87	Renfe renfe.com/es/en	35	39	50	16
88	Amtrak amtrak.com/home	34	42	50	9
89	Manchester Airports Group magairports.com	34	33	60	9
90	Yodel yodel.co.uk	34	39	56	8
91	Deutsche Bahn int.bahn.de	33	38	53	8
92	Star Bulk Carriers starbulk.com	33	28	62	10
93	Ocean Network Express one-line.com/en	32	35	53	8
94	Port of Antwerp-Bruges portofantwerpbruges.com/nl	32	38	34	23
95	Port of Rotterdam portofrotterdam.com/nl	32	45	41	9
96	dnata dnata.com/en	31	26	59	8
97	Evri evri.com	31	22	52	18
98	Swiss Post post.ch/de	31	37	46	9
99	APM Terminals apmterminals.com	29	36	42	8
100	Hutchison Ports hutchisonports.com/en/index.html	29	24	56	8
101	Knight-Swift Transportation knight-swift.com	27	25	49	8
102	Port of Los Angeles portoflosangeles.org	27	43	30	8
103	Zurich Airport flughafen-zuerich.ch/en/passengers	27	31	41	8
104	Expeditors International expeditors.com	26	37	30	11
105	Swissport swissport.com	26	38	30	10
106	Port of Long Beach polb.com	25	20	46	8
107	Brittany Ferries brittany-ferries.co.uk	24	22	34	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	FedEx fedex.com	22	18	34	15
109	Great Western Railway gwr.com	20	17	34	8
110	Groupe ADP parisaeroport.fr	19	14	34	8

The 66 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.

Royal Mail · refused the reader	CSX · refused the reader	OOCL · no response
InPost · refused the reader	Stagecoach · refused the reader	Mitsui O.S.K. Lines · no response
Aramex · refused the reader	Prologis · refused the reader	"K" Line · no response
CEVA Logistics · refused the reader	Schiphol · refused the reader	West Midlands Railway · no response
Menzies Distribution · refused the reader	Birmingham Airport · refused the reader	Freightliner · no response
MSC · refused the reader	Bristol Airport · refused the reader	Union Pacific · no response
CMA CGM · refused the reader	UPS · no response	East Japan Railway · no response
ZIM · refused the reader	DHL · no response	FirstGroup · no response
Stolt-Nielsen · refused the reader	PostNL · no response	Arriva · no response
P&O Ferries · refused the reader	Japan Post · no response	Keolis · no response
Associated British Ports · refused the reader	SF Express · no response	SEGRO · no response
Forth Ports · refused the reader	ZTO Express · no response	Aena · no response
Port of London Authority · refused the reader	Nippon Express · no response	Correos · script-only page
LNER · refused the reader	Hellmann Worldwide Logistics · no response	Canada Post · script-only page
CrossCountry · refused the reader	Yusen Logistics · no response	Saia · script-only page
Southern · refused the reader	Kerry Logistics · no response	CJ Logistics · script-only page
East Midlands Railway · refused the reader	ID Logistics · no response	TFI International · script-only page
Greater Anglia · refused the reader	Hapag-Lloyd · no response	Canadian Pacific Kansas City · script-only page
Merseyrail · refused the reader	COSCO Shipping · no response	
ScotRail · refused the reader	Evergreen Marine · no response	MTR Corporation · script-only page
Transport for London · refused the reader	Yang Ming · no response	SATS · script-only page
SNCF · refused the reader	HMM · no response	
SBB · refused the reader	Matson · no response	

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

110 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.