

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Transport and Logistics: The AI Visibility Report

Three machine reads of the 176 organisations in the Transport and Logistics cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

110	43	2	66
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 2 of 110 sites clear 70. The rest is unclaimed.

Of the 176 sites approached, 66 could not be measured at all: 29 refused our reader outright, 30 gave it no response, and 7 serve pages that are empty until scripts run. Of the 110 sites our reader could read, 2 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 63), meaning is patchy (AI Search median 51), and identity is the collapse (Representation median 14, with 108 of 110 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

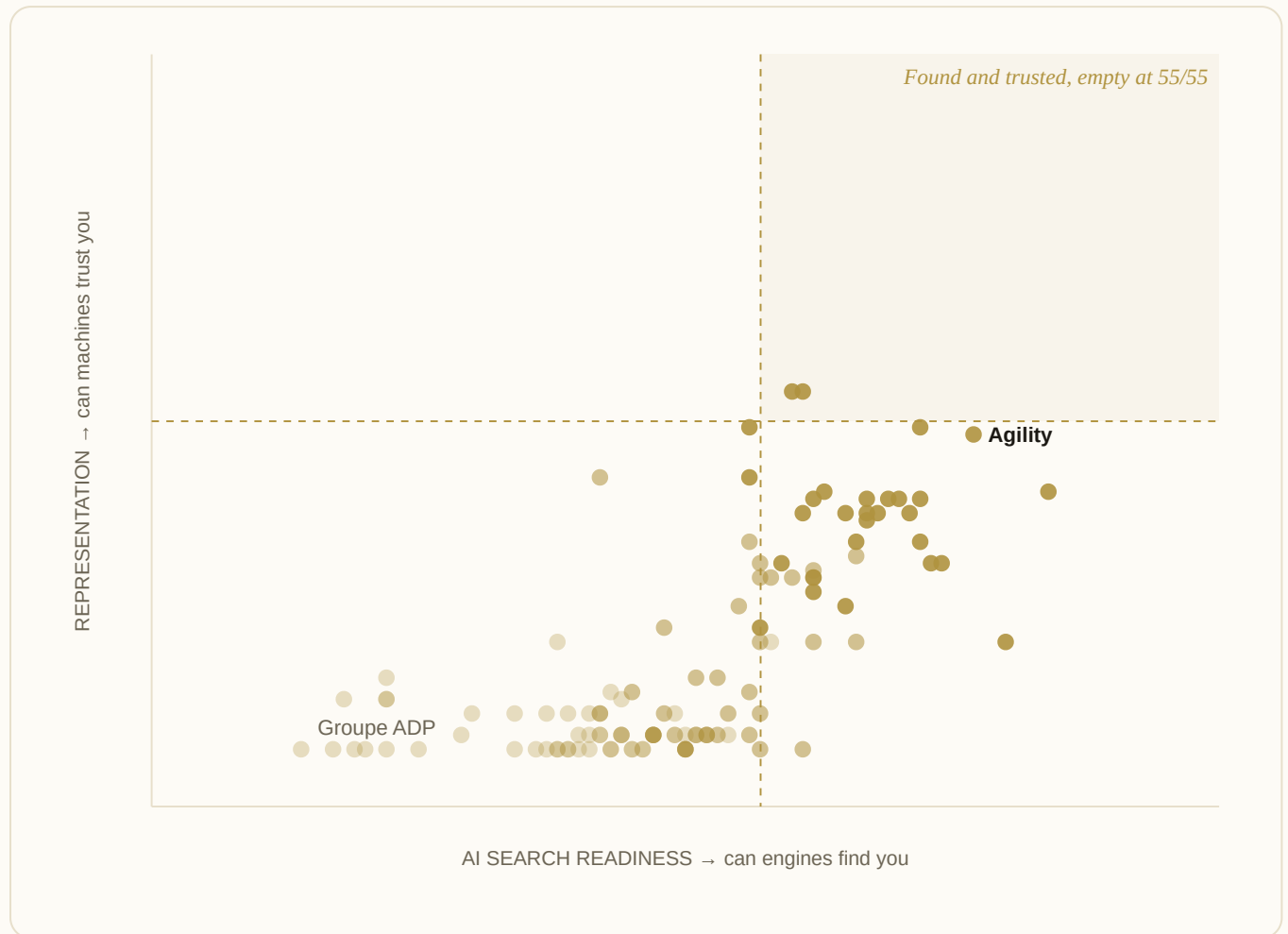
The three reads

AI Search Readiness. Median 51, range 14 to 84. 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 89. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 14, range 8 to 58. 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: this cohort is led by Agility on 73, 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.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	62 of 110	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	79 of 110	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	10	49 of 110	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 110	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (62 of 110 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (79 of 110 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Agility agility.com · ranked 1	79	60	10	50	52
Nederlandse Spoorwegen ns.nl · ranked 49	0	0	20	50	13

Why the pair. Agility leads this cohort. Nederlandse Spoorwegen is the ordinary case, the site whose representation score sits closest to the cohort median of 14. It is ranked 49 of 110 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader 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	Agility agility.com	73	77	89	52
2	c2c c2c-online.co.uk	72	84	87	44
3	Werner Enterprises werner.com	67	71	89	41
4	Network Rail networkrail.co.uk	66	72	82	43
5	Go-Ahead Group go-ahead.com	65	70	82	43
6	RXO rxo.com	65	73	87	34
7	GXO Logistics gxo.com	64	74	85	34
8	C.H. Robinson chrobinson.com/en-us	63	67	78	43
9	Flexport flexport.com	63	72	63	53
10	GB Railfreight gbrailfreight.com	63	72	80	37
11	Rhenus Logistics rhenus.group	63	80	87	23
12	Eddie Stobart eddiestobart.com	62	67	79	40
13	Estes Express Lines estes-express.com	62	61	66	58
14	Old Dominion Freight Line odfl.com	62	60	69	58
15	South Western Railway southwesternrailway.com	62	62	82	43
16	United States Postal Service usps.com	61	65	89	28
17	Hoegh Autoliners hoeghautoliners.com	60	69	68	43
18	Port of Dover portofdover.com	59	62	85	30
19	Southeastern southeasternrailway.co.uk	59	68	69	41

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Tritax Big Box tritaxbigbox.co.uk	59	56	68	53
21	Whistl whistl.co.uk	59	63	69	44
22	Maersk maersk.com	58	61	71	41
23	DP World dpworld.com/en	57	65	66	41
24	Kuehne + Nagel kuehne-nagel.com	57	67	62	41
25	PSA International globalpsa.com	57	59	79	34
26	XPO xpo.com	56	62	73	32
27	Eurostar eurostar.com/us-en	55	66	63	37
28	Stena Line stenaline.com	55	57	82	25
29	Uber Freight uberfreight.com/en-US	55	56	62	46
30	DFDS dfds.com/en/passenger-ferries	54	66	62	35
31	Wallenius Wilhelmsen walleniuswilhelmsen.com	54	57	82	23
32	bpost bpost.be/nl	53	56	87	16
33	Heathrow Airport heathrow.com	53	58	69	32
34	Hub Group hubgroup.com	53	60	68	32
35	Gatwick Airport gatwickairport.com	52	56	62	37
36	Singapore Post singpost.com	52	62	62	32
37	Transdev transdev.com	52	61	87	8
38	Avanti West Coast avantiwestcoast.co.uk	51	57	63	34
39	J.B. Hunt Transport Services jbhunt.com	51	66	65	23
40	Canadian National Railway cn.ca/en	50	42	63	46
41	FlixBus flixbus.com	50	57	62	32

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Menzies Aviation menziesaviation.com	50	56	85	10
43	Atlas Air atlasair.com	49	51	87	10
44	La Poste laposte.fr	48	62	50	33
45	Lineage onelineage.com	48	55	62	28
46	GEODIS geodis.com/us-en	47	48	68	25
47	Landstar System landstar.com	47	62	57	23
48	HHLA hhl.de	45	50	76	8
49	Nederlandse Spoorwegen ns.nl	45	54	68	13
50	Toll Group tollgroup.com	45	53	65	18
51	Norfolk Southern norfolksouthern.com	44	51	63	18
52	Adani Ports adaniports.com	43	53	66	10
53	DACHSER dachser.com/en	43	48	68	13
54	DB Schenker dsv.com/en	43	52	68	10
55	DSV dsv.com/en	43	52	68	10
56	Irish Ferries irishferries.com/uk-en/Travel-to-France	43	49	69	10
57	Ryder System ryder.com/en-us	43	57	58	13
58	Caledonian MacBrayne calmac.co.uk/en-gb	42	57	62	8
59	DB Cargo dbcargo.com/rail-de-de	42	50	68	8
60	Transport for Wales tfw.wales	42	47	68	10
61	ArcBest arcb.com	41	43	71	8
62	ICTSI ictsi.com	41	44	68	10
63	National Express nationalexpress.com/en	41	42	68	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	NYK Line nyk.com	41	45	63	16
65	Schneider National schneider.com	41	47	65	10
66	Australia Post auspost.com.au	40	47	62	10
67	BNSF Railway bnsf.com	40	50	62	8
68	Aurizon aurizon.com.au	39	42	65	10
69	Cargolux cargolux.com	39	41	68	8
70	Edinburgh Airport edinburghairport.com	39	46	62	8
71	Fraport fraport.com/de.html	39	40	69	8
72	Northern northernrailway.co.uk	39	49	56	13
73	Poste Italiane posteitaliane.it	39	42	62	13
74	PostNord postnord.com	39	43	58	16
75	RATP Group ratpgroup.com/fr	39	46	62	8
76	TransPennine Express tpexpress.co.uk/	39	41	62	13
77	Amtrak amtrak.com/home	38	54	50	10
78	Austrian Post post.at	38	42	63	10
79	Bahri bahri.sa	38	41	62	10
80	Chiltern Railways chilternrailways.co.uk	38	34	68	13
81	Posten Bring bring.com	38	45	62	8
82	Trenitalia trenitalia.com/it.html	38	39	62	13
83	DPD dpd.com	37	58	30	23
84	ÖBB oebb.at	37	40	62	10
85	Peel Ports peelports.com	37	37	62	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	CitySprint citysprint.co.uk	36	39	62	8
87	Ocean Network Express one-line.com/en	36	45	56	8
88	Renfe renfe.com/es/en	36	44	50	15
89	Star Bulk Carriers starbulk.com	35	30	62	13
90	Yodel yodel.co.uk	34	39	56	8
91	Zurich Airport flughafen-zuerich.ch/en/passengers	34	38	56	8
92	dnata dnata.com/en	33	34	58	8
93	Manchester Airports Group magairports.com	32	29	58	10
94	Port of Antwerp-Bruges portofantwerpbruges.com/en	32	38	34	23
95	GLS gls-group.com	31	22	57	15
96	Swiss Post post.ch/de	31	37	47	8
97	APM Terminals apmterminals.com	30	36	46	8
98	Port of Rotterdam portofrotterdam.com/nl	30	51	30	10
99	Swissport swissport.com	30	50	30	10
100	Knight-Swift Transportation knight-swift.com	29	22	58	8
101	Hutchison Ports hutchisonports.com/en/index.html	28	19	56	8
102	Port of Los Angeles portoflosangeles.org	28	44	30	10
103	Evri evri.com	25	22	34	18
104	Expeditors International expeditors.com	25	38	30	8
105	Port of Long Beach polb.com	25	20	46	8
106	Brittany Ferries brittany-ferries.co.uk	24	22	34	15
107	Deutsche Bahn int.bahn.de	22	25	34	8

#	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 our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 66 sites here, 29 refused our reader, 30 gave no response and 7 served a page that is empty until scripts run.

Refused the reader (29). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (30). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (7). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

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

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. 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/.

How this cohort was drawn

The list of 176 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 176 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

110 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 110 sites our reader could read; how the 66 it could not would have scored is unknown, and this report does not assume they would have scored worse.

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. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 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.