



## Hyster Manufacturing Industry News

# HYSTER NATIONAL ACCOUNTS

### Is Help on the Way for Manufacturers?



MAPI, The Manufacturer's Alliance, is reporting that the outlook for the manufacturing sector shows very little direct gain in the near term. However, the massive Stimulus Bill will help industries associated with construction, new sources of energy, and—to a lesser extent—information technology. It appears that any additional assistance to the beleaguered auto industry will be minimal, as the Administration is shy about promoting another major bailout.

#### Short Term Predictions

**Management** at manufacturing companies will continue to “right size” their supplier base to gain efficiencies and leverage volume requirements.

**Relationships** matter, but so do metrics. Measurements against benchmarks will impact a suppliers' ability to retain its preferred status and require value-based justification.

**Effectively** managing costly assets of manufacturers, such as lift trucks, will be reviewed in cost-savings scenarios.

#### Bright Spots

The Purchasing Manager's Index for March is showing its third straight gain, following 12 consecutive losses. An up tick in new orders, combined with a reduction in inventory levels, is seen as a sign of firming consumer demand. If consumer spending continues to improve, we could be on track to see manufacturers start to bring factories back on line.

Over the last ten years, the manufacturing industry has reconfigured production facilities to perform basic, or core, functions internally, while outsourcing activities which can be handled more efficiently elsewhere. Look for feeder plants to be among the first operations having requirements to upgrade equipment, as they will lead the supply chain demand with early orders.



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Did you know . . .

The Manufacturing Sector of the United States' economy contributes to more than 60 percent of the US' exports; which equal about \$50 billion each month.

**General Motors** – The Obama administration pushed the firing of CEO Rick Wagoner, and appointed Fritz Henderson, long-time GM executive, to lead the corporation through the government relationship. GM has laid off more than 62,000 people over the last several months, and Mr. Henderson indicates that in order to avoid bankruptcy several more plants will have to close and more jobs will be lost.

Hyster Company's relationship with General Motors is very strong; however, with the industry in its current state we do not anticipate any orders this year. Equipment will be moved from plants that are shutting down to plants with equipment needs. They remain interested in our new products and technology – we will be showing the GM Mobile Technical Specs Committee the "XN" electric trucks at their April meeting.

**Blue Bird Corporation** – This manufacturer of school buses is feeling the pinch of the economy as are others. Blue Bird is a company that is committed to fleet management and willing to listen to these possibilities. We are working with them on end of lease conversions, showing that new leased equipment will be less expensive overall than retaining the old equipment.

**Volvo Truck** – We competed in a global bid for Volvo early this year. As the economy has worsened, the global project was put on hold until at least September. We are, however, continuing to work with Volvo's corporate group to maintain our position.

**John Deere** – In spite of recent announcements cutting the workforce and throttling back plants, Deere has two projects on the table that will net several hundred new unit orders. This proves again that even with dark clouds hanging low, some of them have silver linings!

**United Technologies** – Faced with falling global demand, UTC has cut more than 11,000 jobs from its workforce. Washington even cancelled the \$6 Billion Presidential

Helicopter! The Carrier Division, while slow because of weak construction markets, is evaluating lift trucks through fleet analyses to determine the best use of their assets. Be sure to contact Carrier facilities in your area to plan for future needs.

**Ford Motor Co.** – Ford is certainly not on an island when it comes to the auto crunch, but plans continue for a major plant expansion in preparation for the introduction of a new fuel-efficient line of automobiles. Suppliers will be gearing up for demand later this year, which could create a need for additional lift trucks. As indicated above, feeder plants and component suppliers will ramp up ahead of primary manufacturers.

**ThyssenKrupp** – The global recession has left a clear mark of ThyssenKrupp in the first quarter. They expect their business to remain slow well into 2009, but as do others, they see improvement later in the year.

Hyster has been a presenter in the ThyssenKrupp USA Webinar series to their user locations. The Hyster presentation covered the Hyster/ThyssenKrupp National Account agreement currently in place, Hyster Fleet capabilities and Hyster Parts/Unisource opportunities are available for ThyssenKrupp user locations. New quotation opportunities have been a direct result of our efforts.

**Guardian Industries** – Hyster has become an approved supplier of lift trucks for Guardian Industries, having put in place a National Account agreement this year.

Headquartered in Auburn Hills, Michigan, Guardian Industries is one of the world's largest manufacturers of float glass and fabricated glass products. Guardian is the world's largest producers of mirrors. In addition Guardian is a large supplier of exterior trim products to automotive industry. They have also become a significant player in the building materials distribution business. If you have a Guardian location in your area, be sure they know about Hyster Company's supplier status.



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## Contact Information

Contact anyone on the Manufacturing Account Team if you need assistance with Manufacturing Sector accounts.

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Did you know . . .

The Manufacturing Sector of the US economy is responsible for ¼ of our Nations' Gross National Product.



| ACCOUNT NAME                  | ACCOUNT MANAGER |
|-------------------------------|-----------------|
| ALCAN                         | Scott O'Brien   |
| ALCOA                         | Scott O'Brien   |
| ALERIS                        | Scott O'Brien   |
| ARVIN MERITOR                 | Scott O'Brien   |
| BOEING                        | Scott O'Brien   |
| BRUNSWICK CORPORATION         | Scott O'Brien   |
| CROWN CORK & SEAL             | Scott O'Brien   |
| JOHN DEERE                    | Scott O'Brien   |
| MEADWESTVACO                  | Scott O'Brien   |
| REYNOLDS PACKAGING            | Scott O'Brien   |
| TARGET                        | Scott O'Brien   |
| TYCO INTERNATIONAL            | Scott O'Brien   |
| UNITED TECHNOLOGIES           | Scott O'Brien   |
| BRIDGESTONE FIRESTONE         | Tom Moore       |
| BRISTOL-MYERS SQUIBB          | Tom Moore       |
| CERBERUS CAPITAL MANAGEMENT   | Tom Moore       |
| DOW CHEMICAL                  | Tom Moore       |
| EATON CORPORATION             | Tom Moore       |
| FORD MOTOR COMPANY            | Tom Moore       |
| GOODYEAR TIRE & RUBBER        | Tom Moore       |
| GUARDIAN INDUSTRIES           | Tom Moore       |
| ICI                           | Tom Moore       |
| MAGNA                         | Tom Moore       |
| MASCO                         | Tom Moore       |
| MERIDIAN AUTOMOTIVE           | Tom Moore       |
| PARKER HANNIFIN CORPORATION   | Tom Moore       |
| PLASTIPAK                     | Tom Moore       |
| RELIANCE STEEL                | Tom Moore       |
| THYSSENKRUPP                  | Tom Moore       |
| TOWER AUTOMOTIVE              | Tom Moore       |
| VISTEON                       | Tom Moore       |
| ABBOTT LABS                   | Marj Welchans   |
| AMERICAN GREETINGS            | Marj Welchans   |
| BASF                          | Marj Welchans   |
| BLUEBIRD                      | Marj Welchans   |
| CHRYSLER CORPORATION          | Marj Welchans   |
| COVIDIEN                      | Marj Welchans   |
| DELPHI                        | Marj Welchans   |
| DETROIT DIESEL CORPORATION    | Marj Welchans   |
| GM                            | Marj Welchans   |
| HENKEL                        | Marj Welchans   |
| LEAR CORPORATION              | Marj Welchans   |
| L'OREAL                       | Marj Welchans   |
| NAVISTAR INTERNATIONAL        | Marj Welchans   |
| NEWPAGE CORPORATION           | Marj Welchans   |
| PHILLIPS LIGHTING             | Marj Welchans   |
| POLYONE                       | Marj Welchans   |
| PREMIER MFG. SUPPORT SERVICES | Marj Welchans   |
| SATURN                        | Marj Welchans   |
| SUPERIOR ESSEX, INC.          | Marj Welchans   |
| TENNECO                       | Marj Welchans   |
| TEXTRON                       | Marj Welchans   |
| VOLVO                         | Marj Welchans   |