HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *ABF/Arkansas Best Freight*

BACKGROUND:

ABF® concentrates on national and regional transportation of general commodities freight, involving primarily LTL shipments. General commodities include all freight except hazardous waste, dangerous explosives, commodities of exceptionally high value, commodities in bulk and those requiring special equipment. ABF's general commodities shipments differ from shipments of bulk raw materials which are commonly transported by railroad, pipeline and water carrier.

National Account Manager: Bryan Zettle – 858-720-1883

Fleet Makeup:

- ABF has 293 locations throughout North America
- Current fleet size is 1533 units
- Primary terminal suppliers – Nissan and Toyota

STRENGTHS:

- We have reestablished a strong working relationship with ABF's corporate headquarters.
- Key management personnel have a history with Hyster product and have a favorable opinion of our brand.
- Hyster has a strong dealership presence at each location and the dealership branches offer support to their outlying facilities.
- Our strong parts availability is a must for their business and they appreciate the support.

WEAKNESSES:

- Past experiences with the S40XMS truck has been rather disappointing.
- Operators feel that our product is inferior due to the compact unit. They claim that the unit feels light in comparison with other lift trucks.
- ABF has not bought a Hyster product since 2001 so it will take some time to earn new business.
- ABF's has a current contract with Toyota for 2009 and the pricing is much lower than our trucking industry pricing.

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OPPORTUNITIES:

- ABF would like to utilize our customer portal to purchase parts for their outlying regions.
- Hyster Dealers have the opportunity to provide maintenance services to the outlying areas due to their remote locations.
- UNISOURCE™ parts availability is a strong option for their old Nissans.
- ABF goes out for bid each year and with competitive pricing we have a strong opportunity at obtaining their business.

THREATS:

- Numerous competitors, especially Toyota, have been calling on this account. Toyota currently has the 2009 contract and they have aggressively priced their trucks to be the lead option for 2010.
- The current cost per hour including depreciation has been relatively low for both Nissan and Toyota.
- The operators at most facilities prefer not to drive the Hyster units due to the compact chassis.

STRATEGY:

Continue to work with ABF to build a strong relationship. Understand the trucking industry and be responsive to ABF's needs.

1. Introduction and Site visit in Arkansas – 1Q 2009
2. Promote Telemetry and push for customer portal enrollment - 3Q 2009
3. Invite key personnel to CBDC – 4Q 2009
4. Provide "Truckers" Demo to promote product strength and reliability – 3Q2009
5. Participate in 2010 bid process – October 2009
6. ABF asked that I enroll in ATA as an associate member for 2010

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