



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. Analysis

ACCOUNT: ABF FREIGHT/ARKANSAS BEST

STRENGTHS:

- Hyster equipped to handle trucking and focusing on trucking segment.
- ABF has enjoyed good success with the Hyster dealers they have worked with in the past.

WEAKNESSES:

- Last batch of Hyster trucks were S40XMS.
- Hyster was the highest priced of 8 vendors in last RFQ.
- ABF puts 40% of buy emphasis on upfront cost, then 40% on service experience with last 20% based on utilization.

OPPORTUNITIES:

- ABF is willing to continue to consider Hyster as a vendor for future RFQ plus would like to put a new Fortis unit in a Arkansas facility

THREATS:

- Recent poor cost & utilization experience.
- High emphasis put on upfront cost.
- Nissan has become a deeply entrenched competitor.

STRATEGY:

- Long term demo of Fortis at Little Rock DC.
- Continue to keep communication lines open at ABF corporate.

