



HYSTER COMPANY

Americas Division

ACCOUNT: Alcoa Corporation

BACKGROUND:

- Alcoa is the world's leading producer of primary aluminum, fabricated aluminum, and alumina and is active in all major aspects of the industry
- Alcoa serves the aerospace, automotive, packaging, building and construction, commercial transportation, and industrial markets, bringing design, engineering, production, and other capabilities of Alcoa's businesses as a single solution to customers
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- The company has 131,000 employees in 43 countries
- Traded on the NYSE Symbol AA
- Corporate Head Quarters, Pittsburgh, PA.
- Contact: Bill Johnson – Global Strategic Sourcing
- Estimated Fleet Size 2,000
- Current Suppliers:
Hyster, Cat, Linde, Toyota, Taylor & Yale

2006 Unit Sales: 77

FLEET SIZE: 2,800 Units

PRIMARY LIFT TRUCK CLASSES: I II III IV V

Aluminum Supplier

STRENGTHS:

- Hyster Preferred Status
- Installed Hyster Base
- Hyster Dealer support on maintenance contracts





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WEAKNESSES:

- Need for larger cushion lift trucks 22K – 25K
- Perceived weakness in Class II Products

OPPORTUNITIES:

- Alcoa is still interested in a Global Agreement with Hyster
- 35 Units at Riverdale, IA

THREATS:

- SPED Designs for S155FT and H155FT
- Fortis Units problems with High Gauss levels

STRATEGY

DEMO New H155FT and S155FT at Riverdale, IA, Lafayette, IN. and New Bern, IN.
Strategize within the Hyster Team on structuring a Global Agreement

