



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Aleris International

Aleris International Corporate Contact: Dan Leavengood - Beachwood, OH.

Hyster Account Manager: Scott O'Brien

Hyster Account Administrator: Sammie Starr

Hyster Industry Manager: Jerry Davidson

ACCOUNT PROFILE:

Aleris International, Inc. is one of the world's largest recyclers of aluminum and zinc and one of North America's leading manufacturers of common-alloy sheet from recycled aluminum. The company has 55 production facilities located throughout the world and employs approximately 8,900 employees.

Our domestic and international aluminum recycling segments process specialty alloys and aluminum. The specialty alloys facilities purchase scrap from customers and on the open market, process it and sell the recycled metal as specification alloys. The recycling facilities principally process industrial and customer scrap that is owned by customers and returns the recycled metal to them in return for a tolling fee. Principal customers of the recycling group include U.S. and foreign automobile manufacturers and their component suppliers as well as the world's major aluminum companies.

Aleris International's rolled products segment manufactures common-alloy sheet from recycled aluminum and sells these products to distributors and to the transportation, building and construction and consumer durables industries.

The zinc segment purchases scrap from customers and on the open market, recycles it and manufactures value-added products which include zinc oxide, zinc dust and zinc metal. These products are used to produce tires and other rubber products, corrosion-resistant paints, chemicals, galvanized steel and many other products.

FACILITIES:





HYSTER COMPANY

Americas Division

STRENGTHS:

- Hyster has a presence at all Aleris locations for dealer support.
- The Hyster product will hold up in the harsh environments at the Aleris facilities.

WEAKNESSES:

- Hyster does not have a large installed base within Aleris locations North America.
- Mid-State has a poor relationship with Mike Lofton at the Coldwater, MI facility. Mike is on the lift truck committee for Aleris.

OPPORTUNITIES:

- 19 Hyster units quoted at Morgantown, KY
- Fortis Products ITC Events
- Harsh application – replaces fleet every 3-4 years

THREATS:

- Hyster lost to Caterpillar and Yale on the Aleris RFQ to be a preferred supplier for the next 3 years because of the dealer support in Michigan.

STRATEGY:

- Continue to meet with Aleris Management looking for any opportunities for Hyster
- Rebuild Mid-State's relationship with Mike Lofton at Coldwater, MI
- Utilize Big Truck ITC Events

