



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: AmeriCold Logistics, Inc.

STRENGTHS:

- **Products** - Hyster has products that will meet or exceed all the applications needs.
- **Dealer Relationships** – Our relationships with our dealer network should allow us to partner and focus on attaining unified goals. Many dealer are well entrenched to ensure continued success.
- **Application Knowledge**– The Hyster team has the knowledge to help manage and promote change as necessary based on application requirements and needs. Class I, II and III focus will continue to help us chip away at competitive applications.
- **Attitude** – We must continue to promote and define the Hyster class II advantages to take total control over the account and the aftermarket needs.
- **Hyster Fleet Services** – Our group boasts one of the strongest fleet offerings in our industry.
- **Vendor Alliances** – many of the alliances we have built with companies like ID Systems will parlay into future opportunities and strengthen our overall solutions offered.

WEAKNESSES:

- **Products** – Hyster has not been very successful in getting class II business in the past and is not viewed by key personnel to have a complete offering.
- **Relationships** – Raymond has a key relationship with the new fleet manager.

OPPORTUNITIES:

- Short term rentals
- Fleet Services
- ID Systems
- Fleet Replacement
- Class II

THREATS:

- **Raymond** – Strong relationships from prior employers may come into play
- **Belief in our own products** – We need the dealer network to continue to reinforce the success and build quality of our Class II products as industry leading and world class.

STRATEGY:

- Continue to align with key internal personnel
- Visit sites with AmeriCold personnel to get closer to the applications.
- Show united front with strong dealer network promoting Class II offering and XN products
- Get Hyster Fleet Services engaged.
- Get ID Systems involved for future proposal
- Host a private ITC for Class II and XN products.

