



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: ArvinMeritor

BACKGROUND:

ArvinMeritor, Inc. is a premier global supplier of a broad range of integrated systems, modules and components to the motor vehicle industry. The company serves commercial truck, trailer and specialty original equipment manufacturers (OEMs) and certain aftermarket, and light vehicle manufacturers.

Business groups:

Commercial Vehicle Systems

Supplies drivetrain systems and components, including axles and drivelines, braking systems, suspension systems, and ride control products for medium- and heavy-duty trucks, trailers and specialty vehicles to OEMs and to the commercial vehicle aftermarket

Light Vehicle Systems

Supplies body systems (roof and door systems), chassis systems (suspension systems, suspension modules and ride control products) and wheel products for passenger cars, all-terrain vehicles, light trucks and sport utility vehicles to OEMs

Global footprint: 101 locations in 23 countries on five continents

Approximately 18,000 employees

STRENGTHS:

- Hyster has always been a big player in the automotive industry and we are recognized as a staple in this industry.

WEAKNESSES:

- Automotive industry significantly impacted by the economy.

OPPORTUNITIES:

- I do not see any short term opportunity on the horizon. We have been quoting on a regular basis but we need to get in front of the customer





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THREATS:

- The selling and merging of existing manufacturing facilities and consolidation of existing fleet.

STRATEGY:

- I will continue to take advantage of any opportunity to assist ArvinMeritor. We should keep looking at rental, parts and maintenance needs for each location.

