



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Chrysler Corporation

BACKGROUND:

Chrysler Corporation, one of the major automakers in the United States, is now owned and managed by Cerberus Capital Management, L.P. There are indications that they may be interested in getting out of the automotive industry. Like GM and Ford, Chrysler is in a precarious financial position.

STRENGTHS:

- We have the full product line to support all their needs.
- Chrysler is already familiar with NACCO, as Yale has been a supplier to them for quite some time.

WEAKNESSES:

- Yale is pretty well entrenched at Chrysler. We have been following their lead on bids.

OPPORTUNITIES:

- We have trucks in the Warren Stamping plant and they are very happy with Hyster equipment and the dealer's service. We have an opportunity to build on that and supply trucks to plants where operators and mechanics have not been satisfied.

THREATS:

- Yale will protect its territory, and others will compete for Chrysler business. A bid process is conducted each time a plant needs equipment.

STRATEGY:

- I will be in contact with the Cerberus people and make myself available for meetings and bid projects. I need to understand how aggressively we want to pursue this business.

