



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Premier – Voith (Delphi and Tenneco)

BACKGROUND:

Premier (owned by Voith) has been hired as a fleet manager by several companies. These include Delphi Automotive Systems and Tenneco. They often purchase trucks and then sub-lease them to these customers. Or, as in the recent case with Tenneco, they lease them and then sub-lease them. Premier Manufacturing Services was acquired by Voith AG in 2005. This gave Voith an industrial services presence in the US. They have moved into the paper industry as well as automotive and are now moving into the chemical industry.

Premier is headquartered in Cincinnati, Ohio. At one time we partnered with them in fleet management for General Motors, then they broke away and secured the business when GM became concerned about using an OEM equipment supplier for service and maintenance. We have worked with and through them in both GM and Delphi for many years.

STRENGTHS:

- We have the full product line to support all their needs.
- They are familiar with us and with our dealers.
- We have an agreement that applies to Delphi and has been modified to fit other Premier customers.

WEAKNESSES:

- They are working with the automotive industry and therefore suffering under the same economic conditions that are plaguing all automotive suppliers. They are having difficulty getting paid for the work they're doing.
- Delphi has ordered virtually nothing in the last several years.

OPPORTUNITIES:

- We can work with Premier in all of the sectors in which they perform these services. At one time, we viewed them as a rival but we've come to realize that they're a player in the market and we need to work with them.
- We have an opportunity to perform well with our first Tenneco order and to expand into other Tenneco facilities.





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THREATS:

- They make take service away from our dealers. Typically they give us a chance to bid on service for their customers but they will go elsewhere if our price is not the lowest.

STRATEGY:

- I have been working with Gene Malloy to get an agreement worked out for Tenneco that mirrors the one we have for Delphi. I plan to visit Gene in Cincinnati and work to expand our relationship with Premier, offering our products in all of their customer applications.

