



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Ford Motor Company

STRENGTHS:

- Past history as supplier to Ford
- Good Hyster Installed Base Estimate 700 of 2,800 trucks
- 80 Volt Electric Products

WEAKNESSES:

- Lack of relationship with Tung Do replacement in Purchasing
- Competitive pressure from Linde and Yale will continue

OPPORTUNITIES:

- After plants are closed and re-deployment ends new trucks will be necessary
- Pay for Power in Mexico City Assembly Plant going forward for early 2010

THREATS:

- Ford's ability to continue in automotive business due to economic climate

STRATEGY:

- Continue improving relationship at Dearborn MPL Department
- Focus on Plants introducing new lines where new trucks will be needed
- Establish relationship with Diane Roelant in Purchasing

