



HYSTER COMPANY

Americas Division

ACCOUNT: Ford Motor Company

BACKGROUND:

2006: 33 Units

FLEET SIZE: 5,000 Units

PRIMARY LIFT TRUCK CLASSES: I II III IV V

STRENGTHS:

- Hyster has an established based
- Introduction of 80v D098 Series AC Motors
- Ergonomic improvements

WEAKNESSES:

- Slow to respond to Ford's 80 Volt AC motor request
- Quality and late deliveries from manufacturing
- SPED Slow to respond to I.C Engine IVEC I.D. system installation instructions
- **MRT** Mobil receiver Terminal installation instructions
- Sit-down tuggers design i.e. Linde

OPPORTUNITIES:

- Aged Clark Feet ready to be replaced
- TFM opportunity at selected plants
- Introduction of AC Motors
- Great Lakes is willing to take a more active roll in supporting the Ford facilities with new personnel

THREATS:

- Poor Auto Economy no major purchase forecasted in 2007
- Ford plans to shutter 16 North America Plant
- Stille received an order for 200 lift trucks in 2006
- Extending leases – market uncertainty





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STRATEGY:

Invite the Ford Mobile Equipment Team to Portland, OR. To review the new Class 1 design. Get Ford involvement in the design process. Continue to demo E120Z 80v unit per Mark Tepen.

