



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Hertz Equipment Rental

STRENGTHS:

- Hyster is recognized as a secondary vendor of lift trucks.
- Locations throughout the U.S. and Canada can be supported by Hyster vast dealer network.
- Hertz sees the Hyster H155, H230, H300 & H360 as high margin rental equipment with excellent cost benefit ratio. Hyster normally has first shot at all of the bigger truck business and Hertz does pay a premium over some of our competitors for these units.

WEAKNESSES:

- Hertz often buys equipment to support projects that come up quickly, so lead times are often an issue.
- Warranty processing for work done by Hertz mechanics continues to be an issue.
- Hertz will go to other vendor quickly on equipment requests if lead times present a problem or equipment can be sourced from existing dealer stock on short notice.

OPPORTUNITIES:

- As we prove that we are willing to scramble to win Hertz business, we are being given more chances to get additional orders.
- Hertz corporate purchasing is involved in most deals.
- Corporate purchasing normally takes the local facility preference for equipment brand in consideration, especially when there is a close dealer relationship.

THREATS:

- A number of the units that have been sourced through dealer stock have not been delivered on time.
- Continued problems with warranty processing will keep some facilities from doing business with Hyster.
- When dealers treat Hertz as a competitor rather than a customer.

STRATEGY:

- Continue to stay close to Hertz corporate purchasing and work to better know the regional asset managers.
- Encourage the dealers contact Hertz as a customer and demo the Fortis product.
- Work to solve the warranty processing issue.

