HYSTER

HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T. Analysis

ACCOUNT: *HERTZ EQUIPMENT COMPANY*

STRENGTHS:
- Hyster is recognized as a primary vendor of lift trucks.
- Locations throughout the U.S. and Canada can be supported by Hyster's large and strong 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's quickly on equipment requests if lead times present a problem or equipment can't 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's 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.

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