



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: John Deere Corporation

John Deere Corporate Contact: Tim Hughes - Moline, IL.

Hyster Account Manager: Scott O'Brien

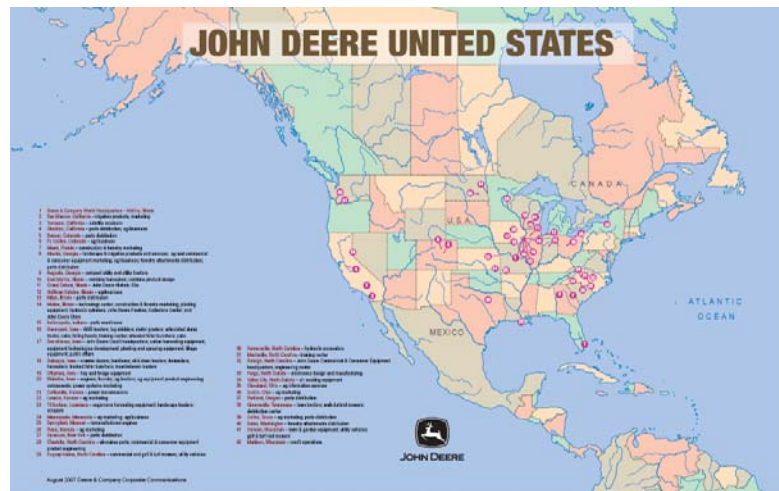
Hyster Account Administrator: Sammie Starr

Hyster Industry Manager: Jerry Davidson

ACCOUNT PROFILE:

John Deere is the world's leading manufacturer of farm equipment. The company offers a complete line of farming services and solutions with products primarily sold and serviced through the industry's premier dealer network. Today John Deere does business around the world and employs approximately 50,000 people. John Deere produces and markets North America's broadest line of lawn and garden tractors, mowers, and other outdoor power products. John Deere Landscapes provides irrigation equipment and nursery supplies to landscape-service professionals across the United States. John Deere is also the world's leading manufacturer of forestry equipment and is a major manufacturer of construction equipment in North America.

FACILITIES:





The Safe Choice

HYSTER COMPANY

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STRENGTHS:

- Hyster currently has a 75% installed based within the John Deere facilities. Hyster and our dealers are well positioned for the John Deere RFP to out source their fleet due to the positive dealer relationships and Hyster history with the John Deere facilities.
- Strong relationships at corporate and facilities level long-standing user of Hyster products.
- Overall the Hyster Dealer Service Network continues to support the John Deere facilities with Parts, Service and Rentals.
- Overall the Hyster Dealer Sales Team has good relationships with in the John Deere facilities.
- Product loyalty is still very strong at many of the John Deere facilities.

WEAKNESSES:

- Need for larger cushion lift trucks 22K – 25K.
- Perceived weakness in Class II & III Products – Deere PDC Large Crown user.
- Hyster is not as strong with John Deere facilities outside the Midwest

OPPORTUNITIES:

- Hyster Company will have a new five year agreement by the end of 2008
- John Deere RFP to outsource entire fleets at Ottumwa, IA, Horicon, WI, Davenport, IA, Dubuque, IA, Waterloo, IA and Augusta, GA.
- Hyster Fleet Service to manage the John Deere Fleets
- Warehouse Products ITC Event to invite John Deere PDC Milan, IL.
- John Deere has a aged fleet

THREATS:

- Tim Hughes a Hyster supporter will be switching positions at the end of 2008.
- Toyota has submitted very aggressive pricing; John Deere Supply Management has let that be known to Hyster. Hyster may loose current RFP to outsource their fleets at Ottumwa, IA, Horicon, WI, Dubuque, IA, Waterloo, IA and Augusta, GA.
- Hyster John Deere Agreement has expired.
- Toyota and Yale will is bidding on the John Deere RFP.

STRATEGY:

- Hyster NA working HFS on John Deere RFQ
- Revise quotes to have basic Fortis® and Z model options. Option out the premium equipment (Touch Point Mini Levers, AC Controller, and Duramatch™ Transmission)
- Better utilize the ITC Events
- Hyster taking the lead role in gathering fleet data and recommendation for John Deere
- Building a personal relationship with Tim Hughes replacement – more visits to Moline, IL Corporate
- Recommend a Berea Plant tour with the Tim's replacement in 2009.

