



HYSTER COMPANY

Americas Division

ACCOUNT: JOHN DEERE

BACKGROUND:

2006 Unit Sales: 75

FLEET SIZE: 1,200 Units

PRIMARY LIFT TRUCK CLASSES: I II III IV V

Agriculture & Construction

STRENGTHS:

- Hyster only approved supplier
- Installed Hyster Base
- Hyster Dealer support on maintenance contracts

WEAKNESSES:

- Need for larger cushion lift trucks 22K – 25K
- Perceived weakness in Class II Products – Deere PDC Large Crown user

OPPORTUNITIES:

- Fleet Management Services
- Deere has aging Fleet
- Hyster Dealer Service Contracts

THREATS:

- New John Deere Contract Administrator Jim Gartner
- Sales Agreement Expires April 2007

STRATEGY

Build a personal relationship with Jim – more visits to Moline, IL Corporate
Strategize pricing for one year contract extension

