



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Meridian Automotive

STRENGTHS:

- Hyster has provided material handling solutions for many years and has a good installed base of trucks.
- Hyster dealers continue to exceed expectations of Meridian user locations

WEAKNESSES:

- Inability to offer financing terms acceptable to customer thru Hyster Capital
- Competitive pressure from Toyota and Yale will continue

OPPORTUNITIES:

- Requirement by corporate to replace IC trucks with electric where possible

THREATS:

- Perceived service issues in Fowlerville, MI and Salisbury, NC plants
- Business conditions forcing plant closing resulting in excess truck population

STRATEGY:

- Establish relationship with Larry Reed, Mark Miller's replacement in Purchasing
- Work with dealers to find acceptable solution to Fowlerville and Salisbury issues

