



HYSTER COMPANY

Americas Division

ACCOUNT: Meridian Automotive Systems

BACKGROUND:

2006 Unit Sales: 100

FLEET SIZE: 1,200 Units

PRIMARY LIFT TRUCK CLASSES: I II III IV V

Automotive Component Supplier

STRENGTHS:

- Hyster Preferred Status
- Installed Hyster Base
- Hyster Dealer support on maintenance contracts

WEAKNESSES:

- Need for larger cushion lift trucks 22K – 25K
- Perceived weakness in Class II Products

OPPORTUNITIES:

- 17 Units Salisbury, NC
- 12 Units Kansas City, KS
- 4 Units Huntington, IN
- 15 Units Grand Rapids, MI

THREATS:

- Now that Meridian has emerged from Bankruptcy they will invite Toyota and Nissan to bid against
- Will GE / Hyster Capital Extend Financing

STRATEGY

Secure \$1 Million additional financing from GE / Hyster Capital – Bob Sattler

