HYSTER COMPANY

Americas Division

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

ACCOUNT: Procter & Gamble

STRENGTHS:
Hyster's dealers relationship with many plants is excellent, and those relationships are what will continue to drive future opportunities. Hyster's new products certainly support P&G's growth by providing "best in class" equipment.

WEAKNESSES:
The growth and relationship maintenance at every P&G facility is grounded in the dealer - their service in both pre and post markets, the sales follow up, and allied products. Don't think that P&G won't look to other vendors - we can not take the relationship for granted.

OPPORTUNITIES:
This company news release sums up their current market position, and as their stock remains strong we will have continued opportunity for capitol sales. "The combination of strong top line momentum, improving gross margins and good progress on Gillette integration gives us the confidence to raise our Earnings Per Share outlook for the fiscal year," said Chairman of the Board, President and Chief Executive A. G. Lafley. "P&G is delivering strong, sustainable earnings growth despite Gillette dilution. Excluding Gillette, P&G is on track to deliver a fourth consecutive year of double digit EPS growth." P&G use of 3PL's is both an opportunity and a threat...the loss of business due to 3PL activity must force broader relationships outside of P&G. Developing those 3PL relationships will not only insure our share within P&G, but hopefully allow other sales opportunities at non P&G locations.

THREATS:
P&G facilities have the ability (and have exercised it) to purchase outside of the National Account relationship and plants have purchased other competitive brands. I find that many plants solicit competitive quotations with each bid. Lead time, SPED issues, and quality have soured many plants and I find that I am continually challenged to “guarantee” lead time estimates. We have lost share over the years as P&G has outsourced its logistic needs to 3PL companies, and we need to insure that we understand each plants business as well as the decision makers.

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HYSTER
The Safe Choice

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<u>STRATEGY</u>:

Improve share by a joint dealer / National account effort that eliminates poor lead time and initial quality perceptions from 2005/06, develop relationships (locally and on a National level) with the third party logistics companies that have contractual outsourcing obligations for P&G, and make the Gillette integration a share growth opportunity for 2007. Dealer relationships and local efforts are the cornerstone of all opportunities.

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