



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *Plastipak Packaging*

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 Plastipak in Champaign, IL and Jackson Center, OH

WEAKNESSES:

- Relationship with Hyster Capital due to disagreement with Lease Returns in 2006 and 2007

OPPORTUNITIES:

- Replacement of trucks coming off lease at Champaign and Jackson Center

THREATS:

- Leasing Toyota trucks in Alsip, IL and Pineville, LA through Pacific Rim Capital

STRATEGY:

- Mend and improve relationship with Hyster capital thru joint sales calls at corporate with Hyster Capital
- Meet customer expectations regarding lease termination policy
- Replace trucks coming off lease with help of dealers involved

