



HYSTER COMPANY

Americas Division

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

Account: Ryder Systems, 11690 NW 105th Street, Miami, FL 33178

Background:

Ryder Systems is holding company for Ryder Logistics. It has 4 primary enterprises. They are Supply Chain, Warehouse Solutions, Transportation and Fleet Management. Hyster primary focus is the Warehouse and Supply Chain space. Ryder is headquartered out of Miami, FL but is an international Fortune 500 company. Market capitalization is roughly 4 fold of NACCO Materials Handling Group, Inc. size. Our dealers have sold a few trucks into the account across the country.

Strengths:

- Hyster is a global player and has significant dealer presence in areas covered by Ryder, particularly Latin America.
- We have breadth of offerings that would allow for Hyster to compliment warehouse solutions as well as supply chain (including cross-docking applications).

Weakness:

- Currently no visibility at corporate or regional centers of decision.
- No history within Hyster to provide an entrée into account.

Strategy:

Being developed.

