



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Sonoco

STRENGTHS:

Hyster provided about 70% of the equipment that received Capital Approval in 2009. 3 year contract signed and in effect thru 2010. Minority relationship through Myca Materials handling usually provides us with more than one look at a subject deal.

WEAKNESSES:

Sonoco's varied locations can either chose to participate by choice or fight the corporate direction ~ Toyota and CAT have presence in the US and Linde in Canada. Local relationships and Dealer presence will only improve our status as compared to our competition. Favorable short term competitive lease rates were key to several losses. 2009 Capital allocation will be poor due to 2008 economy and 2009 business / economic forecast....Sonoco hit particularly hard in 4Q8.

OPPORTUNITIES:

Dealer participation at the local level has illustrated gaps or friction in the Toyota National Account program, and the Hyster organization been generally recognized as having better service. This is also the first year for EOL opportunities that will allow Hyster opportunity to penetrate previous Toyota locations.

THREATS:

Toyota's share is due to both brand recognition and pricing - their dealers in some select locations have excellent relationships. Those plants popularize those relationships promoting their products...Hyster product issues such as breaking directional levers, steering problems, and electrical failures have hurt us in several locations. Additionally CJK services is a maintenance "watchdog" for Sonoco reviewing warranty claims and service billing. Their data, valid or not, is used to for cost per hour fleet analysis, and as an organization we need to be concerned about the data we supply and the documentation that we present.

STRATEGY:

Improve my relationship and dealer visibility in all operations. Hyster Dealers need to locally promote product excellence vs. existing brands. Work with CJK services to insure a positive factory relationship. Utilize the ITC events for 2009 to help showcase the products vs. the competition. Identify facilities not currently using Hyster, and focus on programs to gain that business, such as ITC comparisons, plant tours, site visits, and user plant references within divisions.

