



HYSTER COMPANY

Americas Division

SUBJECT: 2009 S.W.O.T.S. Analysis

ACCOUNT: **Temple-Inland**

BACKGROUND:

Hyster has maintained a long relationship with Temple-Inland Corporation. There is an installed base of 500+ Hyster units. Temple Inland operates in (2) functional areas as of 2008 – corrugated packaging and building products. Currently, corrugated packaging represents a greater opportunity as they are scaling the building products business to meet today's economic climate.

Hyster should deliver 40+ trucks in 2009. This is down due to purchasing reductions and anticipated equipment re-allocations. Our goal is to maintain a significant position within their annual purchase. Currently, we represent approximately 35% of that volume.

STRENGTHS:

- Good visibility at the Austin, TX Headquarters with Hyster national accounts.
- Historically a positive product and dealer relationship.

WEAKNESSES:

- Plants tend to replace like-for-like OEM's. Transitioning from another brand has been challenging.

OPPORTUNITIES:

- Parts, service and rental sales where competitors are present are an opportunity to showcase our product and capabilities.
- Lease expirations for existing Hyster locations.
- Demo feature-rich paper trucks where competitors have the history.

THREATS:

- Migration from a planned replacement cycle with operating leases to capitalizing equipment..
- Pricing pressures from Cat, Toyota and to a lesser extent Taylor.

STRATEGY:

Continue to maintain close local contact. National account sales will maintain dealer awareness of lease expirations from both Hyster Capital and other financial sources. Temple Inland operates in a





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demanding environment. In those locations that operate competitive equipment, product demonstrations will be effective in earning the business. 2009 will be a down year in overall purchases for Temple. We need to insure that we maintain a high profile where we currently enjoy the business. ITC events, will offer the perfect venue to bring the non-Hyster facilities into the fold by show casing our products and dealer capabilities.

Weblinks:

Company: <http://www.templeinland.com/>

Corrugated Locations: <http://www.templeinland.com/CorrugatedPackaging/Facilities/>

Building Products Locations: <http://www.templeinland.com/BuildingProducts/plantloc.asp>

