



HYSTER COMPANY

Automotive Industrial Group

Hyster™ National Account Update

Account: NEW !! Textron Fastening Systems

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General Account Strategy: We have just been awarded sole supplier status for Textron Fastening Systems for all lift truck equipment other than warehouse product. We will be a dual approved supplier (with Raymond) for warehouse products. Textron Fastening is very interested in our new warehouse offerings, but Raymond has been their supplier for many years and they felt they needed to keep them on their list.

Current Opportunity: Textron Fastening expects to replace about 350 trucks in the next 24 months. They are interested in lease arrangements through Hyster Capital. We have done an initial survey at their Santa Ana, CA plant and expect an order from them soon. They are also interested in local full maintenance opportunities through our dealers. Most of their facilities are in the Midwest with a couple of exceptions.

Products/Applications: The fleet includes Fortis type product (mainly cushion tired), warehouse products, walkies, etc. Textron Fastening provides fastening systems and products for many different industries. They just broke off from Textron, Inc. and are now a stand alone company. They are interested in converting some of their internal combustion trucks to electric. There may be interest in some opportunity charging.

Recent Wins: The order from Santa Ana should be for 12 trucks.

Challenges: Textron Fastening has an old, mixed fleet. They will require our expertise in determining the best product for their applications. They are open to suggestions and will appreciate any cost savings we can find for them. We are just beginning the process of negotiating our national account agreement.

Competitive Landscape: We will be competing with Raymond where there are warehouse applications. I believe we can expect stiff competition as they try to hang on to this business. We may also run across plants with long time associations with local suppliers – we've been there before and this can be overcome.

Next Steps: How can we drive incremental sales? Please take a look at the attached list of locations. It will be very beneficial for dealers to call on these facilities and make them aware of the new relationship. If you see an opportunity that would benefit from a national account manager visit, please contact Marj Welchans.

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