



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *ThyssenKrupp USA, Inc.*

STRENGTHS:

- Hyster is part of approved supplier program at Headquarters in Troy, MI
- Hyster has provided material handling solutions for many years and has a good installed base of trucks.
- Hyster dealers continue to exceed expectations of ThyssenKrupp user locations

WEAKNESSES:

- Decentralized Purchasing

OPPORTUNITIES:

- New state of the art Steel and Stainless Mill to open Calvert, AL 2010
- Replacement trucks at ThyssenKrupp Crankshaft and Presta in Danville, IL 2nd or 3rd quarter

THREATS:

- Capital Budget Money for truck replacement gets restricted or eliminated
- Business conditions forcing plant closing resulting in excess truck population

STRATEGY:

- Continue to build relationship with headquarters Purchasing
- Up-date National account agreement 1st quarter 2009
- Work with dealers on replacement trucks as they become due
- Keep focus on new mill in Alabama with dealer involvement

