



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Tower Automotive

STRENGTHS:

- Majority of installed trucks are Class I, IV, & V

WEAKNESSES:

- Low Hyster Installed Base estimate 25 of 500 trucks
- Awareness of Hyster product capability
- Awareness of Hyster dealer capabilities as full line material handling supplier

OPPORTUNITIES:

- No trucks forecasted for 2009
- Build awareness and capabilities of Hyster Products and Hyster Dealers

THREATS:

- Replaced much of fleet in first quarter 2006 with Cat on 5 year lease reducing need until 2011

STRATEGY:

- Sales calls at headquarters to establish and build relationship
- Sales calls at manufacturing plants to build awareness

