



HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: *United Rentals*

BACKGROUND:

Founded in 1997, United Rentals, Inc. is the largest equipment rental company in the world, with nearly 625 rental locations throughout the United States, Canada, and Mexico. Their diverse customer base includes construction and industrial companies, utilities, municipalities, and homeowners.

STRENGTHS:

- Long term visibility to the Hyster name especially in larger capacity equipment.

WEAKNESSES:

- Hyster no longer offers a dual fuel truck and that option has been a popular spec in smaller capacity machines.

OPPORTUNITIES:

- Each location can voice their opinion about what they would like to purchase; the strength of a local relationship will impact the overall buying decision.

THREATS:

- Lack of dual fuel along with competitive pricing pressures from low cost manufactures like Doosan and Komatsu.

