



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: Visteon

STRENGTHS:

- Global supplier of automotive systems, modules, and components to global manufacturers and the automotive aftermarket
- Hyster Installed Base Estimate 200 of 1,000 trucks

WEAKNESSES:

- Not replacing trucks due to economic conditions

OPPORTUNITIES:

- No trucks forecasted for 2009

THREATS:

- Continued closing and sell off of US plants

STRATEGY:

- Sales calls at Headquarters and plants to improve relationship

