



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S ANALYSIS

ACCOUNT: VOLVO

BACKGROUND:

We have a global agreement with Volvo non automotive group. US facilities include distribution centers, engine manufacture/assembly and rental yards. Largest truck assembly is in Dublin, VA and warehousing in Joliet, IL and Baltimore, MD.

STRENGTHS:

Strengths include the fact that we are given opportunities to quote at most locations due to the global agreement. And we have developed some good working relationships with some managers.

WEAKNESSES:

Weaknesses include past narrow aisle product issues in Baltimore. And Crown is accepted as a solid competitor especially with the orderpicker product. A demo of the Hyster orderpicker was not positive.

OPPORTUNITIES:

Opportunities include the introduction of the new reach truck. We are contacting the Columbus, Ohio location for demo agreement. We recently lost an order to Raymond, but have the opportunity to demo for next buy.

THREATS:

Threats include the economy. Layoffs are occurring at most locations including 400 employees in Dublin, Va. Most customers loaded up in 2006 prior to 2007 emission controls. Toyota was awarded some units in Dublin in 2006 when we could not compete on a price basis, but we have since received some orders due to the relationship developed locally by the dealer.

STRATEGY:

Strategy includes the demo of our new reach unit in Columbus. Possibly in Baltimore, also. The US corporate buyer in Greensboro is new, so a visit within the next 45 days would be good to introduce ourselves and our capabilities.

