

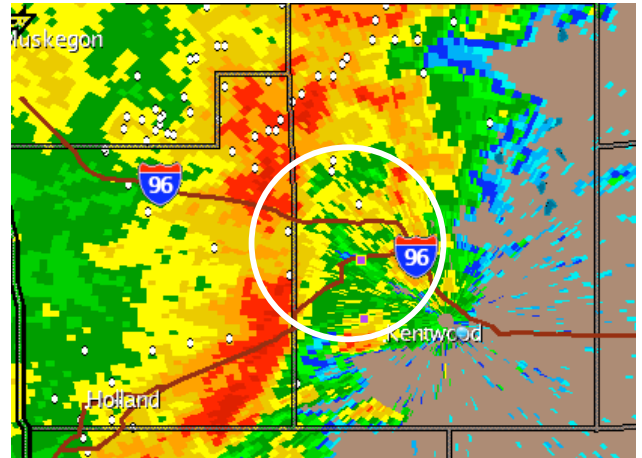


**Unique Business Needs Served by Customized Warnings**

**The Story**

On November 4, 2003 severe thunderstorms brought wind damage to the Grand Rapids, MI area. Fortunately WeatherData SkyGuard® client General Motors had received **proactive** warning of the approaching storms from WeatherData.

- 8:34 pm (EST): WeatherData issues a site-specific lightning warning for General Motors in Grand Rapids as storms approach.
- 8:38 pm: WeatherData issues a customized site specific 60 mph wind warning for GM.
- 8:54 pm: The National Weather Service (NWS) issues a severe thunderstorm warning for Kent County, including the GM facility.
- 9:02-9:15 pm: High winds blow down trees and damage power lines in Kent County and Grand Rapids. Cloud to ground lightning accompanied the storms.



WeatherData SmartRAD® Weather Information Display at approximately 8:42 pm. Area of concern is circled.

**Results**

- WeatherData gave over 20 minutes of lead time before high winds and lightning struck. Lead time could be used to protect **lives** and **property** from the destructive winds and dangerous lightning. **People** and equipment can be moved indoors. The NWS only gave about 10 minutes of lead time, half of what WeatherData gave. A warning system based on NWS warnings would also only have given half the lead time of WeatherData.
- Only WeatherData provides lightning warnings for businesses that are affected by lightning. The NWS does not issue lightning warnings. Being prepared for lightning directly improves the **bottom line**, as equipment can be saved regardless of what the weather does outside. This is in contrast to structural damage, which can not be prevented.

**The SkyGuard® Promise**

We will provide our clients with **timely, site-specific warnings** based on their **unique business operational needs**. We are available to consult with our clients 24/7/365.

Our **Storm Intelligence Center**, comprised of the nation's top meteorologists, has **more than 123 years of combined experience** with severe weather. We are the leader in weather risk management because we believe in **blending human skill** and **state-of-the-art technology**.

Our team uses proven scientific methods and techniques, strengthened by:

- Commitment to **understand business operations of our clients**.
- **22 years of saving lives** and tens of millions of dollars for our clients.

**Put our Expertise to Work for You.** Don Coash, Senior Sales Consultant, [dcoash@weatherdata.com](mailto:dcoash@weatherdata.com)

**We're the Best Because You Need Us to Be.**

We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

Your employees' safety.

Your bottom line.

Your commitment to your customers.

**Just ask some of our clients.**

DaimlerChrysler

General Motors

Burlington Northern Santa Fe

Boeing

Toyota

*"WeatherData issued an accurate tornado warning for one of our facilities when no one else had anything on it. We are very grateful to have that quality of service."*

*Bob Schmidt  
Manager of Building Services  
Wichita Clinic*