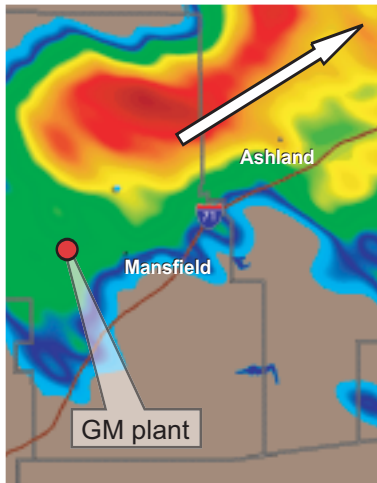


True Stories. Real Results.

## It's What *Didn't* Happen That Counts

WeatherData® helps General Motors avoid costly shutdown.

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Radar image of the storm: Arrow shows storm motion. The plant is more than six miles from the thunderstorm.

### The Story

On August 18, 2004 a severe thunderstorm pushed through Richland County, Ohio, home of a Mansfield General Motors (GM) plant. The entire county was put under a **tornado warning** by the National Weather Service (NWS). Fortunately GM, a WeatherData SkyGuard® client, was informed the storm was well north of and moving away from the plant and no shut down for employee sheltering was required. WeatherData knows time is money, and an unnecessary shut down for weather would cost GM thousands of dollars per minute.

- **6:05 pm EDT:** NWS issues a tornado warning for Richland County, OH, including the GM Mansfield plant, until 6:30 pm. A severe thunderstorm in the northern part of the county was moving northeast, away from the plant.
- **6:10 pm:** WeatherData explains to GM Security that radar shows rotation more than 6 miles north of the plant and it is moving away. WeatherData meteorologists confidently assure GM that they do not face any danger. GM continues to operate.
- **No tornadoes or severe weather** are reported **anywhere** in Richland County, validating the WeatherData “non-warning” for GM.

### The Results

General Motors was able to avoid an unnecessary shut down that would have cost thousands of dollars per minute by using site-specific Storm Intelligence™ from WeatherData instead of countywide warnings from the government that are intended for the public-at-large.

If there is any doubt, WeatherData will “error on the side of safety” to keep employees and facilities safe. But in clear-cut cases like these, WeatherData allows its clients to keep operating safely and profitably.

This is just one of dozens of success stories experienced by WeatherData clients across North America each week. WeatherData partners with you to provide customized solutions specific to your business requirements so you operate at maximum safety and profitability.

For more information please call 316-265-9127 or visit [www.weatherdata.com](http://www.weatherdata.com)

**Put WeatherData® to work for you!**