



## Success Story - A Day at One of America's Top Automakers

Three of the top four automakers in the United States depend on WeatherData for our weather risk management services. The following is an illustration of how WeatherData counseled a single facility in a single day, saving hundreds of thousands of dollars.

### A Few of Our Clients:

#### Banking and Call/Data Centers:

Experian  
Fidelity National Financial  
Symantec

#### Manufacturing Industry:

Abbott Laboratories  
Boeing  
DaimlerChrysler  
International Truck & Engine®  
Wyeth Pharmaceuticals

#### Transportation Industry:

BNSF Railway  
Canadian National Rail

#### Schools & Athletics:

Duke University  
Kansas Speedway  
New York Jets  
University of Texas  
Tennessee Titans

### THE STORY **November 15, 2005 | Princeton, IN**

- **8:57 a.m. CST** - The National Weather Service (NWS) issued a **county-wide tornado warning** for Gibson County, Indiana. WeatherData's expert meteorologists **did not issue a warning and called Security at the facility to alert them that the storm was more than five miles south-southeast** of the facility and moving away. Therefore, their facility would not be affected by the storm and it was not necessary for them to shutdown. WeatherData's exclusive technology facilitates this type of precision storm tracking.
- **1:40 p.m. CST** - The NWS issued a **second** county-wide tornado warning for Gibson County. Again, WeatherData's expert meteorologists phoned Security at the facility to say that their analysis indicated no tornado and that the storm was more than 10 miles to the northwest of their facility and moving away. Again, the facility would not be in the path of the storm and they **did not need to shutdown their assembly line.**

**\*\* In both of the above storms, no tornadoes occurred.**

- **4:05 p.m. CST** - WeatherData issued a **warning for dangerous thunderstorms, wind gusts to 70 mph, cloud-to-ground lightning and 1" diameter hail** for the facility, effective 4:30 p.m. - 5:00 p.m.
- **4:27 p.m. CST** - NWS issued a severe thunderstorm warning for Gibson County until 5:15 p.m.
- **4:45 p.m. CST** - The storm struck the facility. High winds had flipped over mobile homes in the immediate area of the facility.

### Why is this important to you?

The 40 minutes of "lead time" for the hail, lightning and high winds, would give you the time you need to take protective measures. The lead time from government sources might not have provided enough time.

During the two morning storms, your company might have sheltered employees and shut down manufacturing when the sirens went off in your county costing tens or hundreds

of thousands of dollars. With WeatherData, you would have known the exact location of the storm and that it would not have affected your facility's operations.

By partnering with WeatherData, you protect your employees, you protect your critical business systems and you make the right choices for mitigating the risks posed by natural hazards.