



General Motors Benefits from Early WeatherData Warning

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.

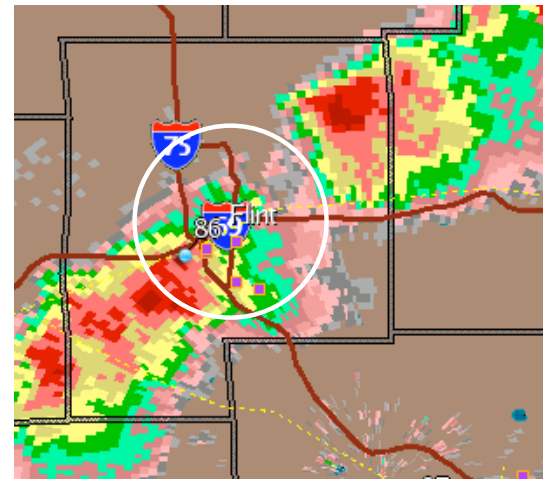
- DaimlerChrysler
- General Motors
- Burlington Northern Santa Fe
- Boeing
- Toyota

"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

The Story

On the evening of August 21, 2003 severe thunderstorms brought damaging winds to the Detroit, MI area. SkyGuard® client General Motors (GM) had WeatherData warnings for the winds **before** they struck.

- 7:27 pm (EDT): WeatherData issues customized warnings for 60 mph winds for six GM plants in and around Flint, MI, valid 7:50 to 8:35 pm.
- The facilities are the GM Flint Plant, GM Power Trane Flint Engine Plant South, GM Flint Tool and Die, GM Great Lakes Tech Center, GM SPO HQ and GM MFD.
- 8:05 pm: High winds from the storms blow over a shed in Flint, validating the WeatherData warning.
- The severe thunderstorm is circled on the radar image to the right. The purple dots are GM plants in Flint.



WeatherData's SmartRAD® Weather Information Display

Results

- The Flint plants had over 30 minutes of lead time from the time of the WeatherData warning until winds struck.
- GM could take necessary precautions to protect lives and property from the damaging winds.
- WeatherData was **accurate** in forecasting wind speeds to 5 mph and **precise** in forecasting the time and place of the damaging winds.
- WeatherData meteorologists have the **experience** and **talent** to protect clients with accurate warning and comfortable lead times.

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 methods and techniques, strengthened by:

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

Put our Expertise to Work for You. Don Coash, Senior Sales Consultant, dcoash@weatherdata.com