



True Stories. Real Results.

WEATHERDATA AHEAD OF DISRUPTIVE LIGHTNING FOR TOYOTA

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

The Story

On August 22, 2003 afternoon thunderstorms brought cloud to ground lightning to the Toyota North America Plant in Georgetown, KY. Fortunately WeatherData SkyGuard® client Toyota was protected by a customized site-specific lightning warning.

- 2:42 pm EDT: WeatherData issues a site-specific warning for cloud to ground lightning for Toyota due to approaching thunderstorms. The warning is valid 3:05 to 3:45 pm.
- 3:10 pm: First cloud to ground lightning bolt is detected within 3 miles of the site, Toyota criteria, by the National Lightning Detection Network.
- 3:10 through 3:40 pm: Cloud to ground lightning hovers over the Toyota plant. About 15 additional bolts strike within 3 miles.

Results

- Toyota had **28 minutes of lead time** from the time they received the WeatherData warning until the time lightning struck.
- Toyota could take necessary precautions to **protect lives and property** from the lightning. Such precautions include bringing people indoors, preparing electrical equipment or switching to generators.
- WeatherData was both **accurate** in forecasting lightning development, and **precise** in forecasting the location and time of the the lightning.
- WeatherData meteorologists have the **experience** and **talent** to protect clients with accurate warnings 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