

One warning, 88 lives saved



Summary

AccuWeather issued the world's largest construction equipment manufacturer a tornado warning that saved 88 people when there were no warnings from any other source.

Key Highlights

22 minutes

advance notice thanks to
AccuWeather's SkyGuard
warning

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public tornado warnings
for the plant

88 people

sheltered safely

Situation

The world's largest equipment manufacturer in Oxford, MS is a vital plant, and operational uptime is essential. Each month the facility produces 1.1 million industrial couplings used in nearly all of their bulldozers, dump trucks, and excavators.

On a late-winter evening a devastating tornado struck the plant; damaging everything in its path, threatening lives, company-wide production, and leaving the organization faced with the possibility of the most severe production crisis in its history.

Action

At 5:37 pm, AccuWeather issued the only tornado warning for the storm when it was still 18 miles away. No other weather agency issued a warning for the plant location.

AccuWeather's early warning was received via text message by the plant's health and safety coordinator. Taking immediate action, she moved 88 people into two designated shelters per her Emergency Action Plan. The tornado struck at 5:59 pm, causing extensive damage to the facility. No injuries occurred as employees were provided ample time to shelter in a safe and orderly fashion thanks to the advance notice from AccuWeather.

Results

- All 88 staff members went home to their families after the dangerous tornado struck thanks to the only warning available, issued by AccuWeather
- The plant's staff was able to resume operations at a nearby facility within a matter of days, minimizing losses and ensuring minimal supply chain interruption within the company

Benefits of SkyGuard Warnings

- Proactive, site-specific alerts offer advanced warning well before severe weather impacts occur
- Alerts are delivered in a format that aligns with your organizational emergency management plan
- All-clear notifications are delivered when a threat is over, minimizing weather-related downtime
- Live one-on-one or group consultation is provided by our weather experts anytime, day or night
- Warnings are delivered via notifications from the SkyGuard mobile app, available on Android and iOS