

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an intercontinental company consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Technologies and Machine Instruments and Mechanization Systems.

In the United States, Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot production facility, which is the home of the Compact Equipment and Construction division. West Caldwell, New Jersey is home to the Machine Tool division and Cleveland, Ohio is home to the Lift truck division. The U.S. headquarters in Georgia facilitates a first rate parts operation capable of supplying an excess of 25,000 line items to support Lift Truck, Compact Equipment, Machine Tool and Construction customer needs.

With a system consisting of over 90 autonomous dealers, the forklift group provides quality materials handling equipment to the comprehensive North American marketplace. Doosan Infracore America Lift Truck dealers successfully operate in over 220 service and sales locations throughout Canada and the U.S. The forklift product line impressively includes 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous vehicle models range from 3,000 to 33,000 lbs. All vehicles are manufactured in an ISO 9001 certified facility.

Doosan Infracore America is the fastest rising forklift and lift truck corporation in the North American marketplace, due to its excellent level of product performance and their persistently high level of consumer support and service given to all Doosan Infracore Forklift clients. The U.S. lift Truck division located in Cleveland has a skilled team experienced in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift business

Korea's original home-based lift truck market was an open-import enterprise. In the 1960s, Korea Machinery Co. Ltd. began to import assembled lift trucks as part of a nationwide equipment expansion venture. Early product sales of this manufacturing equipment focused on large business groups, the armed services and on state-run firms. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun trade operations throughout Korea to service and sell this heavy equipment. By 1978, a lift truck production plant was successfully completed. Continuous technical education became the new focus for improving quality and product development.

### Lift Truck Export Growth

Domestic lift truck business for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980s, Daewoo's superior technological enhancements combined with sales success placed them in a position of substantial growth of their forklift business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to counter act competitive pressures in the US materials handling market. This endeavor radically expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a modern plant which helped establish the business for the manufacture of high end added-value products suitable for export. In 1993, the corporation had a global sales network and started exporting models they had established through in-house technology, as an independent product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into international marketplaces.