

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an intercontinental establishment consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Equipment and Machine Tools and Automation Systems.

Their United States affiliate, Doosan Infracore America Corporation, operating in Suwanee, Georgia houses a 170,000 square foot manufacturing facility, home to a Compact Equipment and Construction division. Cleveland, Ohio houses the Lift Truck division, and West Caldwell, New Jersey has a Machine Tool department. 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 client needs.

With a system consisting of over 90 independent sellers, the forklift group provides quality materials handling equipment to the wide-ranging North American market. Doosan Infracore America Forklift dealers successfully operate in over 220 service and product sales places all through Canada and the U.S. The lift truck product line impressively includes 63 different versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous vehicle designs range from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest expanding forklift company in the North American marketplace, due to their consistency in retaining a high level of client service excellence and optimum product functioning to all Doosan Infracore Forklift users. The U.S. forklift division based in Cleveland has a expert team experienced in Product Sales, Purchasing, Advertising, Logistical and Technical Support.

### **Doosan's lift truck history**

Originally the domestic lift truck market in Korea was an open import enterprise. Korea Machinery Co. Ltd. begun in 1960, to import fully assembled forklifts as part of a home-based machinery expansion project. Sales of these goods were initially targeted to state-run corporations, large scale corporations, and the armed forces. This ultimately led to a unification 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 manufacturing plant was successfully completed. Continuous technical training became the new focus for enhancing quality and product development.

### **Growth of Forklift Exports**

Home-based forklift business for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980's, Daewoo's sophisticated technological improvements combined with sales success placed them in a position of considerable expansion of their lift truck business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative enterprise project to respond to competitive pressures in the US materials handling industry. This endeavor greatly expanded Daewoo's lift truck sales. Construction was finished in 1984 to facilitate a new plant which helped set up the company for the fabrication of high added-value products suited for export. In 1993, the corporation had a international sales network and started exporting versions they had developed through in-house technology, as an sovereign product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion possibilities into international markets.