

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an international and intercontinental corporation which features Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

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 consumer desires.

With a system consisting of over 90 autonomous dealers, the forklift group supplies quality materials handling equipment to the broad North American market. Doosan Infracore America Lift Truck dealers successfully operate in over 220 service and product sales locations all through Canada and the U.S. The forklift product line remarkably features 63 different machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these various truck versions vary from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest developing forklift and lift truck corporation in the North American marketplace, thanks to its excellent level of product performance and their persistently high level of customer support and service given to all Doosan Infracore Lift Truck users. The U.S. lift Truck division stationed in Cleveland has a professional team knowledgeable in Sales, Purchasing, Marketing, Logistical and Technical Support.

### **Start-up of the lift truck business**

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

### **Lift Truck Export Growth**

Daewoo began the first domestic forklift business in 1967, and rapidly gained a whopping 90% share in the Korean Materials Handling market. By the 1980s, Daewoo's sophisticated technological advancements combined with sales success placed them in a position of substantial growth of their lift truck business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to respond to competitive pressures in the US materials handling market. This plan drastically expanded Daewoo's lift truck sales. Construction was finished in 1984 to facilitate a modern plant which helped set up the company for the fabrication of high added-value goods suited for export. In 1993, the corporation had a international sales system and started exporting models they had established through in-house technology, as an sovereign brand. 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.