

## **Doosan Forklift**

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

In the U.S.A., Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot manufacturing 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 Forklift 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 desires.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Furthermore, there are more than 90 independent sellers moving forklift materials and materials handling equipment. This network allows Doosan Infracore America to aggressively compete in this competitive marketplace. The forklift product line remarkably includes 63 distinctive products consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various vehicle designs vary from 3,000 to 33,000 lbs. All vehicles are manufactured in an ISO 9001 qualified facility.

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

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

Korea's initial home-based lift truck market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. begun to import assembled lift trucks as part of a nationwide machinery expansion venture. Initial product sales of this manufacturing equipment focused on large business communities, the armed forces and on state-run corporations. This eventually led to a unification 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 forklift production plant was successfully completed. Continuous technical education grew to become the new focus for improving quality and product development.

### **Growth of Lift Truck Exports**

Daewoo began the first home-based forklift business in 1967, and quickly acquired a massive 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's advanced technological enhancements combined with sales success placed them in a position of significant 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 venture drastically expanded Daewoo's forklift sales. Construction was finished in 1984 to facilitate a modern plant which helped launch the company for the fabrication of high added-value products suitable for export. In 1993, the company had a international sales system 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 opportunities into overseas marketplaces.