

## Doosan Forklift

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

Their United States partner, 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 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 client needs.

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

Doosan Infracore America is the fastest emerging forklift and lift truck company in the North American market, thanks to its outstanding level of product performance and their consistently high level of consumer support and service given to all Doosan Infracore Forklift clients. The U.S. forklift division based in Cleveland has a professional team experienced in Sales, Purchasing, Marketing, Logistical and Technical Support.

### Doosan's forklift history

Korea's original domestic forklift market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. began to import assembled lift trucks as part of a national equipment expansion venture. Early sales of this industrialized equipment focused on large business communities, the armed forces and on state-run firms. This eventually led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun trade operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical training became the new focus for enhancing quality and product development.

### Expansion of Forklift Exports

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

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint enterprise project to respond to competitive pressures in the US materials handling industry. This endeavor drastically expanded Daewoo's lift truck sales. Construction was finished in 1984 to facilitate a contemporary plant which helped set up the company for the manufacture of high end added-value goods suited for export. In 1993, the corporation had a international sales system and started exporting designs they had established through in-house expertise, as an independent brand. 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.