

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an international and intercontinental company that consists of Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

Their United States affiliate, Doosan Infracore America Corporation, situated in Suwanee, Georgia houses a 170,000 square foot production 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 customer requirements.

With a network consisting of over 90 autonomous 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 locations all through Canada and the U.S. The lift truck product line impressively comprises of 63 distinctive versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these numerous truck models range from 3,000 to 33,000 lbs. All vehicles are manufactured in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest growing forklift company in the North American market, thanks to their consistency in maintaining a high level of customer service quality and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. forklift division stationed in Cleveland has a professional team experienced in Sales, Purchasing, Advertising, Logistical and Technical Support.

### **Start-up of the forklift business**

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

### **Lift Truck Export Growth**

Home-based lift truck business for Daewoo started in 1967 and grew to an astounding 90% market share in Korea. By the 1980s, Daewoo's advanced technological enhancements combined with sales success placed them in a situation of substantial expansion of their lift truck business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint enterprise project to counteract competitive pressures in the US materials handling market. This venture drastically expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a new plant which helped set up the business for the manufacture of high added-value goods suitable for export. In 1993, the corporation had a global sales network and started exporting versions they had developed 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 growth possibilities into international markets.