

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an international establishment consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Technologies and Machine Instruments and Mechanization 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 network consisting of over 90 autonomous dealers, the forklift group supplies quality materials handling equipment to the wide-ranging North American market. Doosan Infracore America Lift Truck dealers successfully operate in over 220 service and product sales places all through Canada and the U.S. The forklift product line impressively includes 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various truck models range from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 qualified facility.

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

### **Doosan's forklift history**

At first the home-based forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. started in 1960, to import fully assembled forklifts as part of a home-based machinery expansion venture. Sales of these products were primarily targeted to state-run corporations, large scale organizations, and the military. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division began trade operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical education became the new focus for enhancing quality and product development.

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

Domestic lift truck business for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980's, Daewoo's advanced technological enhancements combined with sales success placed them in a situation of considerable growth of their forklift operations.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a joint venture project to assist them in the highly competitive North American materials handling market. This joint-venture proved highly lucrative for Daewoo and their lift truck product sales expanded greatly. In 1984, the company completed development of a new facility to help in manufacturing high end value-added goods for export. In 1993, the company had a global sales system and started exporting versions they had developed through in-house technology, 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 international markets.