

## Doosan Forklift

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

Their United States affiliate, Doosan Infracore America Corporation, stationed 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 needs.

With a system consisting of over 90 autonomous dealers, the forklift group supplies quality materials handling equipment to the comprehensive North American market. Doosan Infracore America Forklift dealers successfully operate in over 220 service and product sales locations throughout Canada and the U.S. The forklift product line remarkably comprises of 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous truck models range from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 certified facility.

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

### Doosan's lift truck history

Korea's original home-based lift truck market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. began to import assembled forklifts as part of a national machinery expansion venture. Initial sales of this industrialized equipment focused on large business groups, the armed services and on state-run corporations. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced business operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical training became the new focus for improving quality and product development.

### Development of Forklift Exports

Daewoo began the first domestic forklift business in 1967, and rapidly acquired a massive 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's sophisticated technological enhancements combined with sales success placed them in a situation of significant expansion 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 project proved highly successful for Daewoo and their lift truck sales expanded greatly. In 1984, the company finished development of a new facility to help in manufacturing high end value-added products for export. In 1993, the company had a global sales system and started exporting models 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 possibilities into overseas marketplaces.