

## **Doosan Forklift**

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

Their United States partner, Doosan Infracore America Corporation, located 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 customer needs.

With a network consisting of over 90 independent sellers, the lift truck group supplies quality materials handling equipment to the comprehensive North American marketplace. Doosan Infracore America Forklift dealers successfully operate in over 220 service and sales locations all through Canada and the U.S. The lift truck product line impressively features 63 different versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these numerous truck designs range from 3,000 to 33,000 lbs. All vehicles are manufactured in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest rising forklift and lift truck corporation in the North American marketplace, due to its outstanding level of product performance and their persistently high level of client support and service given to all Doosan Infracore Forklift clients. The U.S. lift Truck division based in Cleveland has a expert team experienced in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift business

Initially the domestic forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. begun in 1960, to import fully assembled lift trucks as part of a domestic equipment expansion project. Sales of these goods were originally targeted to state-run companies, large scale businesses, and the armed forces. This ultimately led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun business operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a lift truck production plant was successfully completed. Continuous technical instruction grew to become the new focus for improving quality and product development.

### Expansion of Forklift Exports

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

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a cooperative venture project to assist them in the very competitive North American materials handling industry. This joint-venture proved highly profitable for Daewoo and their forklift sales expanded greatly. In 1984, the company completed construction of a new facility to help in producing high end value-added goods for export. In 1993, the corporation had a global sales network and started exporting models 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 possibilities into overseas marketplaces.