

## Doosan Forklift

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

In the U.S.A., Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot production facility, which is the home of the Compact Equipment and Construction division. West Caldwell, New Jersey is home to the Machine Tool division and Cleveland, Ohio is home to the Forklift 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 consumer wishes.

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 lift truck materials and materials handling equipment. This network enables Doosan Infracore America to aggressively compete in this competitive marketplace. The lift truck product line impressively includes 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these numerous truck versions vary from 3,000 to 33,000 lbs. All vehicles are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest rising forklift and lift truck company in the North American market, due to its exceptional level of product performance and their consistently high level of client support and service given to all Doosan Infracore Lift Truck clients. The U.S. forklift division situated in Cleveland has a skilled team knowledgeable in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the lift truck industry

Korea's initial domestic lift truck market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. started to import assembled lift trucks as part of a national machinery expansion project. Initial sales of this industrialized equipment focused on large business groups, the armed services and on state-run firms. This ultimately led to a merger 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 education grew to become the new focus for improving quality and product development.

### Forklift Export Growth

Daewoo began the first home-based lift truck business in 1967, and quickly acquired a whopping 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's progressive technological advancements combined with sales success placed them in a position of considerable growth of their lift truck operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative enterprise project to counter act competitive pressures in the US materials handling industry. This venture drastically expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a contemporary plant which helped launch the business for the manufacture of high added-value products suited for export. In 1993, the corporation had a international sales system 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 opportunities into international marketplaces.