

## Doosan Forklift

Doosan Infracore Company Ltd. is a transnational establishment consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Equipment and Machine Instruments and Mechanization Systems.

In the United States, 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 department. West Caldwell, New Jersey is home to the Machine Tool division and Cleveland, Ohio is home to the Lift truck 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 client desires.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Additionally, there are more than 90 independent dealers moving lift truck supplies and materials handling equipment. This system helps Doosan Infracore America to aggressively compete in this competitive marketplace. The lift truck product line impressively comprises of 63 different models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these numerous truck versions 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 marketplace, due to their stability in retaining a high level of customer service quality and optimum product functioning to all Doosan Infracore Lift Truck users. The U.S. lift Truck division based in Cleveland has a expert team knowledgeable in Product Sales, Purchasing, Advertising, Logistical and Technical Support.

### Start-up of the forklift business

Korea's initial home-based lift truck market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. begun to import assembled forklifts as part of a national equipment expansion project. Early sales of this industrialized equipment focused on large business groups, the armed forces and on state-run companies. 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 lift truck production plant was successfully completed. Continuous technical education became the new focus for improving quality and product development.

### Lift Truck Export Growth

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

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative enterprise project to respond to competitive pressures in the US materials handling industry. This plan drastically expanded Daewoo's lift truck sales. Construction was finished in 1984 to facilitate a contemporary plant which helped launch the company for the fabrication of high end added-value products suitable for export. In 1993, the corporation had a international sales system and started exporting designs they had established 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 growth possibilities into international markets.