

## Doosan Forklift

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

In the U.S.A., Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot manufacturing 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 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 customer requirements.

With a system consisting of over 90 autonomous dealers, the forklift group supplies quality materials handling equipment to the comprehensive North American marketplace. 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 comprises of 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these numerous truck models range from 3,000 to 33,000 lbs. All vehicles are designed in an ISO 9001 certified facility.

Doosan Infracore America is the fastest growing lift truck business in the North American market, due to their consistency in maintaining a high degree of customer service quality and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. forklift division located in Cleveland has a expert team knowledgeable in Sales, Purchasing, Marketing, Logistical and Technical Support.

### Doosan's lift truck history

Initially the home-based lift truck market in Korea was an open import enterprise. Korea Machinery Co. Ltd. begun in 1960, to import fully assembled forklifts as part of a domestic equipment expansion project. Product sales of these products were originally targeted to state-run corporations, large scale corporations, and the military. This eventually led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade 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.

### Development of Forklift Exports

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

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a cooperative venture project to help them in the very competitive North American materials handling market. This project proved highly lucrative 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 company had a global sales network and started exporting versions they had developed through in-house technology, as an sovereign brand. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion possibilities into international markets.