

## **Doosan Forklift**

Doosan Infracore Company Ltd. is an international company consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Technologies and Machine Instruments and Automation Systems.

Their United States affiliate, 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 department. 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 desires.

There are well over 220 Doosan service and product sales locations operating in Canada and the United States. Moreover, there are more than 90 independent sellers moving lift truck equipment and materials handling equipment. This network enables Doosan Infracore America to aggressively compete in this competitive marketplace. The forklift product line remarkably includes 63 distinctive versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these various vehicle versions range from 3,000 to 33,000 lbs. All trucks are manufactured in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest growing forklift company in the North American market, thanks to their reliability in retaining a high degree of consumer service excellence and optimum product performance to all Doosan Infracore Forklift users. The U.S. lift Truck division situated in Cleveland has a professional team knowledgeable in Sales, Purchasing, Marketing, Logistical and Technical Support.

### **Start-up of the lift truck industry**

At first the home-based forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. started in 1960, to import fully assembled forklifts as part of a home-based machinery expansion project. Product sales of these goods were primarily targeted to state-run firms, large scale businesses, and the military. This eventually led to a unification 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 lift truck manufacturing plant was successfully completed. Continuous technical instruction grew to become the new focus for improving quality and product development.

### **Lift Truck Export Expansion**

Domestic lift truck trade for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980's, Daewoo's progressive technological improvements combined with sales success placed them in a position of substantial growth of their lift truck operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint enterprise project to counter act competitive pressures in the US materials handling industry. This project radically expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a contemporary plant which helped establish the company for the manufacture of high end added-value goods suitable for export. In 1993, the company had a international sales network and started exporting versions they had established through in-house expertise, 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 opportunities into overseas markets.