

## 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 affiliate, Doosan Infracore America Corporation, situated 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 consumer requirements.

With a network consisting of over 90 independent dealers, the lift truck 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 sales locations all through Canada and the U.S. The lift truck product line remarkably features 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various vehicle versions range from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest expanding lift truck company in the North American marketplace, due to their reliability in maintaining a high level of customer service quality and optimum product functioning to all Doosan Infracore Forklift users. The U.S. lift Truck division stationed in Cleveland has a skilled team knowledgeable in Sales, Purchasing, Advertising, Logistical and Technical Support.

### Start-up of the lift truck industry

Originally the domestic forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. started in 1960, to import fully assembled lift trucks as part of a domestic machinery expansion project. Product sales of these products were initially targeted to state-run firms, large scale businesses, and the military. This ultimately led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun business operations throughout Korea to service and sell this heavy equipment. By 1978, a lift truck production plant was successfully completed. Continuous technical training became the new focus for enhancing quality and product development.

### Forklift Export Expansion

Daewoo began the first domestic forklift business in 1967, and quickly gained a massive 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's sophisticated technological enhancements combined with sales success placed them in a position of significant growth of their lift truck business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint enterprise project to respond to competitive pressures in the US materials handling market. This project drastically expanded Daewoo's lift truck sales. Construction was finished in 1984 to facilitate a modern plant which helped launch the company for the manufacture of high added-value goods suitable for export. In 1993, the company had a global sales network and started exporting designs they had developed through in-house technology, as an sovereign product. 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.