

## Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental company which consists of Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

Their United States affiliate, Doosan Infracore America Corporation, based in Suwanee, Georgia houses a 170,000 square foot production 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 customer needs.

With a network consisting of over 90 autonomous sellers, the lift truck group provides quality materials handling equipment to the broad North American market. Doosan Infracore America Lift Truck sellers successfully operate in over 220 service and product sales locations throughout Canada and the U.S. The forklift product line remarkably includes 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous vehicle designs vary from 3,000 to 33,000 lbs. All vehicles are designed in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest rising forklift and lift truck corporation in the North American market, thanks to its exceptional level of product performance and their persistently high level of buyer support and service given to all Doosan Infracore Forklift clients. The U.S. lift Truck division stationed in Cleveland has a expert team experienced in Sales, Purchasing, Advertising, Logistical and Technical Support.

### Start-up of the lift truck business

In the beginning the domestic 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 venture. Sales of these goods were primarily targeted to state-run firms, large scale organizations, and the military. 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 grew to become the new focus for improving quality and product development.

### Expansion of Lift Truck Exports

Home-based forklift business for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980s, Daewoo's progressive technological advancements combined with sales success placed them in a situation of considerable growth of their lift truck business.

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 plan drastically expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a new plant which helped launch the business for the fabrication of high end added-value goods suitable for export. In 1993, the company had a international sales system and started exporting models they had developed 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 possibilities into overseas markets.