

## Doosan Forklift

Doosan Forklift Training London - Doosan Infracore Company Ltd. is a transnational establishment consisting of Diesel Engines, Defense Industry products, 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 production 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 desires.

With a association consisting of over 90 independent dealers, the forklift group supplies quality materials handling equipment to the broad North American market. Doosan Infracore America Lift Truck dealers successfully operate in over 220 service and sales locations throughout Canada and the U.S. The forklift product line remarkably features 63 different versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous vehicle designs range from 3,000 to 33,000 lbs. All trucks are manufactured in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest expanding lift truck company in the North American marketplace, thanks to their stability in retaining a high degree of consumer service quality and optimum product functioning to all Doosan Infracore Forklift users. The U.S. lift Truck division based in Cleveland has a expert team experienced in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the lift truck business

At first the domestic lift truck market in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled lift trucks as part of a domestic machinery expansion project. Product sales of these goods were primarily targeted to state-run companies, large scale organizations, and the armed forces. This eventually led to a unification 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 manufacturing plant was successfully completed. Continuous technical training became the new focus for improving quality and product development.

### Forklift Export Expansion

Home-based lift truck business 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 growth of their forklift business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to counter act competitive pressures in the US materials handling market. This project greatly expanded Daewoo's forklift sales. Construction was completed in 1984 to facilitate a contemporary plant which helped set up the business for the fabrication of high added-value products suitable for export. In 1993, the corporation had a global sales network and started exporting versions 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 growth possibilities into overseas markets.