

## **Doosan Forklift**

Doosan Forklift Training Windsor - Doosan Infracore Company Ltd. is an international and intercontinental corporation that comprises of Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

Their United States affiliate, Doosan Infracore America Corporation, operating 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 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 wishes.

With a network consisting of over 90 autonomous dealers, the lift truck group supplies quality materials handling equipment to the wide-ranging North American marketplace. Doosan Infracore America Forklift sellers successfully operate in over 220 service and sales locations throughout Canada and the U.S. The lift truck product line remarkably features 63 distinctive products consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these various vehicle models vary from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest rising forklift and lift truck company in the North American marketplace, due to its exceptional level of product performance and their consistently high level of buyer support and service given to all Doosan Infracore Lift Truck users. The U.S. forklift division based in Cleveland has a professional team knowledgeable in Sales, Purchasing, Marketing, Logistical and Technical Support.

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

Korea's initial home-based forklift market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. started to import assembled forklifts as part of a nationwide equipment expansion venture. Initial product sales of this industrial equipment focused on large business communities, the armed services and on state-run firms. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun business operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a lift truck manufacturing plant was successfully completed. Continuous technical training grew to become the new focus for improving quality and product development.

### **Growth of Lift Truck Exports**

Domestic forklift trade for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980's, Daewoo's advanced technological improvements combined with sales success placed them in a situation of considerable growth of their forklift business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to respond to competitive pressures in the US materials handling market. This project greatly expanded Daewoo's forklift sales. Construction was completed in 1984 to facilitate a new plant which helped set up the business for the manufacture of high added-value products suitable for export. In 1993, the company had a global sales system and started exporting models they had developed through in-house technology, as an independent product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into overseas marketplaces.