

## Doosan Forklift

Doosan Infracore Company Ltd. is a transnational organization consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Equipment and Machine Tools and Mechanization Systems.

In the United States, 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 requirements.

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

Doosan Infracore America is the fastest growing forklift and lift truck corporation in the North American marketplace, thanks to its excellent level of product performance and their consistently high level of buyer support and service given to all Doosan Infracore Forklift users. The U.S. forklift division stationed in Cleveland has a skilled team experienced in Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift industry

Korea's initial domestic lift truck market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. begun to import assembled forklifts as part of a national machinery expansion project. Initial product sales of this manufacturing equipment focused on large business communities, the armed forces and on state-run companies. This ultimately led to a merger 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 manufacturing plant was successfully completed. Continuous technical training became the new focus for enhancing quality and product development.

### Lift Truck Export Expansion

Daewoo started the first domestic lift truck business in 1967, and quickly acquired a massive 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's progressive technological enhancements combined with sales success placed them in a situation of considerable growth of their forklift operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative venture project to counter act competitive pressures in the US materials handling industry. This plan drastically expanded Daewoo's forklift sales. Construction was finished in 1984 to facilitate a contemporary plant which helped establish the company for the manufacture of high end added-value goods suited for export. In 1993, the corporation had a international sales network and started exporting models they had developed through in-house technology, 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 opportunities into international markets.