

## Doosan Forklift

Doosan Forklift Training Hamilton - Doosan Infracore Company Ltd. is a transnational organization consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Equipment and Machine Tools and Automation Systems.

In the U.S.A., Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot manufacturing facility, which is the home of the Compact Equipment and Construction department. 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 client desires.

With a association consisting of over 90 autonomous sellers, the lift truck group provides quality materials handling equipment to the wide-ranging North American market. Doosan Infracore America Forklift dealers successfully operate in over 220 service and sales places throughout Canada and the U.S. The lift truck product line impressively includes 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these various vehicle designs vary 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 stability in retaining a high level of customer service excellence and optimum product functioning to all Doosan Infracore Forklift users. The U.S. forklift division based in Cleveland has a professional team experienced in Sales, Purchasing, Advertising, Logistical and Technical Support.

### Start-up of the lift truck industry

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 home-based machinery expansion venture. Product sales of these products were initially targeted to state-run corporations, large scale businesses, and the military. This eventually led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced business operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical education became the new focus for enhancing quality and product development.

### Development of Lift Truck Exports

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 superior technological advancements combined with sales success placed them in a position of significant growth of their lift truck business.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a joint venture project to assist them in the highly competitive North American materials handling market. This project proved highly successful for Daewoo and their lift truck sales expanded greatly. In 1984, the company completed construction of a new facility to help in manufacturing high end value-added goods for export. In 1993, the company had a global sales system and started exporting models they had established through in-house expertise, as an independent product. 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.