

## **Doosan Forklift**

Doosan Forklift Training Alberta - Doosan Infracore Company Ltd. is a transnational organization consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Equipment and Machine Tools and Computerization 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 Forklift 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 consumer requirements.

With a network consisting of over 90 independent sellers, the lift truck group supplies quality materials handling equipment to the comprehensive North American marketplace. Doosan Infracore America Forklift sellers successfully operate in over 220 service and sales locations throughout Canada and the U.S. The forklift product line impressively comprises of 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these various truck designs range from 3,000 to 33,000 lbs. All vehicles are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest growing lift truck company in the North American marketplace, thanks to their reliability in maintaining a high level of consumer service quality and optimum product performance to all Doosan Infracore Forklift users. The U.S. forklift division stationed in Cleveland has a professional team knowledgeable in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift business

Korea's original home-based lift truck marketplace was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. started to import assembled forklifts as part of a national machinery expansion venture. Early product sales of this manufacturing equipment focused on large business communities, the armed forces and on state-run corporations. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun trade operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a lift truck production plant was successfully completed. Continuous technical instruction became the new focus for improving quality and product development.

### Growth of Forklift Exports

Daewoo started the first home-based forklift business in 1967, and quickly gained a massive 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's advanced technological enhancements combined with sales success placed them in a position of considerable growth of their forklift business.

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