

## Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental organization which includes Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

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 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 wishes.

With a system consisting of over 90 autonomous dealers, the lift truck group provides quality materials handling equipment to the broad North American market. Doosan Infracore America Forklift dealers successfully operate in over 220 service and product sales places all through Canada and the U.S. The lift truck product line impressively includes 63 distinctive versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these various vehicle versions range from 3,000 to 33,000 lbs. All vehicles are designed in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest growing lift truck company in the North American market, thanks to their reliability in maintaining a high level of customer service excellence and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. forklift division stationed in Cleveland has a skilled team experienced in Sales, Purchasing, Advertising, Logistical and Technical Support.

### Start-up of the forklift business

Korea's original home-based forklift market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. began to import assembled forklifts as part of a nationwide equipment expansion venture. Early product sales of this industrialized equipment focused on large business communities, the armed services and on state-run firms. This ultimately led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical instruction grew to become the new focus for enhancing quality and product development.

### Forklift Export Expansion

Daewoo started the first home-based lift truck business in 1967, and rapidly gained a whopping 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's advanced technological improvements combined with sales success placed them in a situation of substantial expansion of their forklift operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint enterprise project to counter act competitive pressures in the US materials handling industry. This venture radically expanded Daewoo's forklift sales. Construction was completed in 1984 to facilitate a contemporary plant which helped set up the company for the fabrication of high added-value goods suitable for export. In 1993, the corporation had a global sales network and started exporting models they had established through in-house expertise, as an independent brand. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into international marketplaces.