

## **Doosan Forklift**

Doosan Forklift Training Whitby - Doosan Infracore Company Ltd. is an international and intercontinental corporation that consists of 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 production 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 client needs.

With a system consisting of over 90 autonomous dealers, the forklift group provides quality materials handling equipment to the comprehensive North American marketplace. Doosan Infracore America Forklift dealers successfully operate in over 220 service and product sales locations all through Canada and the U.S. The lift truck product line impressively comprises of 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various vehicle models vary from 3,000 to 33,000 lbs. All trucks are manufactured in an ISO 9001 certified facility.

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

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

Originally the domestic forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled forklifts as part of a home-based equipment expansion venture. Sales of these goods were primarily targeted to state-run firms, large scale corporations, and the armed forces. This ultimately led to a unification 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 production plant was successfully completed. Continuous technical education grew to become the new focus for enhancing quality and product development.

### **Lift Truck Export Growth**

Domestic lift truck trade for Daewoo started in 1967 and grew to an astounding 90% market share in Korea. By the 1980's, Daewoo's superior technological advancements combined with sales success placed them in a position of substantial growth of their forklift operations.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a cooperative venture project to help them in the highly competitive North American materials handling industry. This project proved highly profitable for Daewoo and their forklift product sales expanded greatly. In 1984, the company finished development of a new facility to help in manufacturing high end value-added goods for export. In 1993, the corporation had a international sales system and started exporting designs they had established through in-house expertise, as an sovereign 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.