

## Doosan Forklift

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

Their United States partner, Doosan Infracore America Corporation, located in Suwanee, Georgia houses a 170,000 square foot production facility, home to a Compact Equipment and Construction division. Cleveland, Ohio houses the Lift Truck division, and West Caldwell, New Jersey has a Machine Tool 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.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Furthermore, there are more than 90 independent dealers moving lift truck supplies and materials handling equipment. This system permits Doosan Infracore America to aggressively compete in this competitive market. The lift truck product line remarkably includes 63 different models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these various truck models range from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 certified facility.

Doosan Infracore America is the fastest expanding forklift company in the North American marketplace, due to their consistency in retaining a high level of client service excellence and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. forklift division located in Cleveland has a professional team knowledgeable in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift business

Originally the home-based forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. started in 1960, to import fully assembled lift trucks as part of a domestic equipment expansion project. Product sales of these products were primarily targeted to state-run corporations, large scale organizations, and the armed forces. This eventually led to a unification 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 forklift production plant was successfully completed. Continuous technical training grew to become the new focus for improving quality and product development.

### Lift Truck Export Growth

Home-based forklift trade for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980's, Daewoo's sophisticated technological improvements combined with sales success placed them in a situation of considerable growth of their forklift business.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a joint venture project to assist them in the very competitive North American materials handling industry. This joint-venture proved highly successful for Daewoo and their forklift product 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 corporation had a international sales network 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 expansion possibilities into overseas marketplaces.