

## Doosan Forklift

Doosan Infracore Company Ltd. is an intercontinental organization consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Technologies and Machine Instruments and Mechanization Systems.

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 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 consumer needs.

With a association consisting of over 90 autonomous dealers, the lift truck group provides quality materials handling equipment to the broad North American market. Doosan Infracore America Lift Truck dealers successfully operate in over 220 service and sales locations all through Canada and the U.S. The lift truck product line remarkably comprises of 63 different products consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various vehicle models range from 3,000 to 33,000 lbs. All vehicles are designed in an ISO 9001 certified facility.

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

### Start-up of the lift truck business

At first the domestic forklift marketplace in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled lift trucks as part of a domestic machinery expansion venture. Sales of these products were initially targeted to state-run firms, large scale corporations, and the military. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun trade operations throughout Korea to service and sell this heavy equipment. By 1978, a lift truck manufacturing plant was successfully completed. Continuous technical instruction became the new focus for enhancing quality and product development.

### Forklift Export Growth

Home-based forklift business for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980's, Daewoo's progressive technological advancements 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 cooperative venture project to counter act competitive pressures in the US materials handling industry. This venture greatly expanded Daewoo's forklift sales. Construction was completed in 1984 to facilitate a new plant which helped set up the company for the fabrication of high end added-value products suited for export. In 1993, the company had a global sales system and started exporting designs they had developed 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 marketplaces.