

## Doosan Forklift

Doosan Infracore Company Ltd. is an international establishment consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Technologies and Machine Instruments and Automation 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 division. 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 customer requirements.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. In addition, there are more than 90 independent dealers moving lift truck equipment and materials handling equipment. This system allows Doosan Infracore America to aggressively compete in this competitive market. The forklift product line impressively comprises of 63 different models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these numerous truck models vary from 3,000 to 33,000 lbs. All trucks 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 consistency in retaining a high degree of client service quality and optimum product functioning to all Doosan Infracore Lift Truck users. The U.S. lift Truck division located in Cleveland has a expert team experienced in Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift business

Initially the domestic 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 machinery expansion venture. Product sales of these products were initially targeted to state-run corporations, large scale businesses, and the military. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced business operations throughout Korea to service and sell this heavy equipment. By 1978, a lift truck manufacturing plant was successfully completed. Continuous technical instruction grew to become the new focus for improving quality and product development.

### Expansion of Forklift Exports

Daewoo started the first domestic lift truck business in 1967, and rapidly acquired a massive 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's sophisticated technological improvements combined with sales success placed them in a position of significant growth of their lift truck business.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a joint venture project to assist them in the highly competitive North American materials handling market. This joint-venture proved highly lucrative for Daewoo and their forklift sales expanded greatly. In 1984, the company completed development of a new facility to help in producing high end value-added goods for export. In 1993, the company had a international sales network and started exporting versions 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 markets.