

## **Doosan Forklift**

Doosan Forklift Training Guelph - Doosan Infracore Company Ltd. is an intercontinental organization consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Equipment and Machine Instruments and Mechanization Systems.

Their United States partner, Doosan Infracore America Corporation, operating in Suwanee, Georgia houses a 170,000 square foot manufacturing 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 department. 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 independent dealers, the lift truck group provides quality materials handling equipment to the wide-ranging North American marketplace. Doosan Infracore America Lift Truck sellers successfully operate in over 220 service and product sales locations all through Canada and the U.S. The lift truck product line remarkably includes 63 distinctive models 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 vehicles are designed in an ISO 9001 certified facility.

Doosan Infracore America is the fastest developing forklift and lift truck company in the North American market, due to its excellent level of product performance and their persistently high level of consumer support and service given to all Doosan Infracore Lift Truck users. The U.S. forklift division stationed in Cleveland has a expert team experienced in Product Sales, Purchasing, Advertising, Logistical and Technical Support.

### **Doosan's lift truck history**

Korea's initial home-based forklift marketplace was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. started to import assembled lift trucks as part of a nationwide machinery expansion project. Early sales of this manufacturing equipment focused on large business communities, the armed services and on state-run firms. 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 forklift manufacturing plant was successfully completed. Continuous technical instruction became the new focus for improving quality and product development.

### **Lift Truck Export Expansion**

Daewoo started the first domestic lift truck business in 1967, and rapidly gained a whopping 90% share in the Korean Materials Handling market. By the 1980's, Daewoo's superior technological enhancements combined with sales success placed them in a position of significant expansion of their forklift business.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a cooperative venture project to assist them in the highly competitive North American materials handling market. This project proved highly lucrative for Daewoo and their lift truck sales expanded greatly. In 1984, the company completed construction of a new facility to help in producing high end value-added products for export. In 1993, the corporation had a international sales network and started exporting versions they had developed 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 possibilities into international marketplaces.