

## Doosan Forklift

Doosan Forklift Training Sudbury - Doosan Infracore Company Ltd. is an international establishment consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Technologies and Machine Tools and Automation Systems.

In the United States, 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 division. 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 desires.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Furthermore, there are more than 90 independent sellers moving forklift equipment and materials handling equipment. This system enables Doosan Infracore America to aggressively compete in this competitive marketplace. The forklift product line remarkably includes 63 distinctive products consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these numerous vehicle models vary from 3,000 to 33,000 lbs. All vehicles are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest emerging forklift and lift truck corporation in the North American market, due 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. forklift division stationed 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 lift truck market in Korea was an open import enterprise. Korea Machinery Co. Ltd. begun in 1960, to import fully assembled forklifts as part of a domestic machinery expansion project. Sales of these products were initially targeted to state-run companies, large scale organizations, 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 overhaul and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical instruction became the new focus for enhancing quality and product development.

### Forklift Export Expansion

Domestic forklift trade for Daewoo started in 1967 and grew to an astounding 90% market share in Korea. By the 1980's, Daewoo's advanced technological enhancements combined with sales success placed them in a situation of significant expansion 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 project proved highly lucrative for Daewoo and their forklift product sales expanded greatly. In 1984, the company finished construction of a new facility to help in manufacturing high end value-added goods for export. In 1993, the company had a global sales system and started exporting versions they had established through in-house expertise, as an sovereign 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.