

## **Doosan Forklift**

Doosan Forklift Training British Columbia - Doosan Infracore Company Ltd. is a transnational company consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Equipment and Machine Tools and Computerization Systems.

Their United States partner, Doosan Infracore America Corporation, based 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 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 customer requirements.

With a network consisting of over 90 autonomous sellers, the lift truck group provides quality materials handling equipment to the comprehensive North American market. Doosan Infracore America Forklift dealers successfully operate in over 220 service and sales places throughout Canada and the U.S. The forklift product line remarkably features 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various truck versions vary from 3,000 to 33,000 lbs. All vehicles are manufactured in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest expanding forklift business in the North American marketplace, due to their stability in retaining a high level of customer service quality and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. lift Truck division stationed in Cleveland has a professional team knowledgeable in Product Sales, Purchasing, Advertising, Logistical and Technical Support.

### **Start-up of the forklift business**

Initially the domestic lift truck marketplace in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled forklifts as part of a domestic equipment expansion venture. Product sales of these goods were initially targeted to state-run companies, large scale businesses, and the military. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical instruction became the new focus for enhancing quality and product development.

### **Development of Forklift Exports**

Domestic forklift trade for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980's, Daewoo's superior technological improvements combined with sales success placed them in a position of substantial growth of their forklift operations.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a joint venture project to help them in the highly competitive North American materials handling market. This joint-venture proved highly profitable for Daewoo and their forklift sales expanded greatly. In 1984, the company completed development of a new facility to help in manufacturing high end value-added goods for export. In 1993, the company had a global sales network and started exporting models they had developed through in-house technology, as an sovereign product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing growth opportunities into overseas markets.