

## Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental organization which includes Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

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 department. 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 client desires.

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

Doosan Infracore America is the fastest expanding lift truck business in the North American marketplace, due to their stability in maintaining a high degree of client service excellence and optimum product performance to all Doosan Infracore Forklift users. The U.S. lift Truck division located in Cleveland has a skilled team knowledgeable in Sales, Purchasing, Advertising, Logistical and Technical Support.

### Start-up of the lift truck industry

Korea's original home-based forklift market was an open-import enterprise. In the 1960's, Korea Machinery Co. Ltd. started to import assembled lift trucks as part of a national machinery expansion venture. Initial product sales of this manufacturing equipment focused on large business groups, the armed forces and on state-run companies. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun business operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical education became the new focus for improving quality and product development.

### Growth of Lift Truck Exports

Home-based lift truck business for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980's, Daewoo's superior technological enhancements combined with sales success placed them in a situation of significant growth of their forklift operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint enterprise project to respond to competitive pressures in the US materials handling market. This project radically expanded Daewoo's forklift sales. Construction was completed in 1984 to facilitate a modern plant which helped launch the company for the manufacture of high added-value goods suited for export. In 1993, the corporation had a global sales system and started exporting versions 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 expansion possibilities into international marketplaces.