

## Doosan Forklift

Doosan Forklift Training Toronto - Doosan Infracore Company Ltd. is an intercontinental establishment consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Technologies and Machine Instruments and Computerization Systems.

Their United States partner, Doosan Infracore America Corporation, situated 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 customer desires.

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 forklift equipment and materials handling equipment. This system permits Doosan Infracore America to aggressively compete in this competitive market. The forklift product line impressively features 63 distinctive models consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these numerous vehicle versions vary 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, thanks to their consistency in retaining a high level of client service excellence and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. lift Truck division based in Cleveland has a skilled team experienced in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### Start-up of the forklift industry

Originally the home-based 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 equipment expansion venture. Product sales of these products were primarily targeted to state-run companies, large scale corporations, and the military. This ultimately 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 lift truck manufacturing plant was successfully completed. Continuous technical instruction grew to become the new focus for enhancing quality and product development.

### Growth of Forklift Exports

Home-based forklift business 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 situation of substantial expansion of their lift truck operations.

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 successful for Daewoo and their forklift product 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 system and started exporting designs they had established through in-house expertise, as a sovereign product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into international markets.