

## Doosan Forklift Chain

Doosan Infracore Company Ltd. is an international and intercontinental company which consists of 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 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 customer requirements.

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 supplies and materials handling equipment. This network permits Doosan Infracore America to aggressively compete in this competitive market. The forklift product line impressively includes 63 different machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these various truck models vary from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 certified facility.

Doosan Infracore America is the fastest expanding lift truck company in the North American marketplace, thanks to their reliability in maintaining a high degree of consumer service excellence and optimum product performance to all Doosan Infracore Forklift users. The U.S. forklift division situated in Cleveland has a expert team experienced in Product Sales, Purchasing, Advertising, Logistical and Technical Support.

Initially the domestic forklift 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 goods were primarily targeted to state-run corporations, large scale corporations, and the armed forces. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical education became the new focus for improving quality and product development.

Home-based forklift trade for Daewoo started in 1967 and grew to an astounding 90% market share in Korea. By the 1980's, Daewoo's superior technological improvements 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 help them in the highly competitive North American materials handling industry. 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 established 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 opportunities into international marketplaces.