Doosan Forklift

Doosan Infracore Company Ltd. is a transnational organization consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Equipment and Machine Instruments and Computerization Systems.

In the U.S.A., 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 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 needs.

There are well over 220 Doosan service and product sales locations operating in Canada and the United States. Furthermore, there are more than 90 independent sellers moving lift truck supplies and materials handling equipment. This system allows Doosan Infracore America to aggressively compete in this competitive market. The forklift product line remarkably features 63 different versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these numerous vehicle versions range from 3,000 to 33,000 lbs. All trucks 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 reliability in retaining a high degree of customer service quality and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. forklift division situated in Cleveland has a skilled team experienced in Sales, Purchasing, Advertising, Logistical and Technical Support.

Start-up of the lift truck business

At first the home-based forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled forklifts as part of a home-based machinery expansion venture. Product sales of these goods were originally targeted to state-run companies, large scale businesses, and the armed forces. This ultimately led to a unification 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 manufacturing plant was successfully completed. Continuous technical training became the new focus for improving quality and product development.

Growth of Lift Truck Exports

Domestic forklift business for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980â??s, Daewooâ??s superior technological advancements combined with sales success placed them in a situation of significant expansion of their lift truck business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to respond to competitive pressures in the US materials handling market. This project greatly expanded Daewooâ??s forklift sales. Construction was finished in 1984 to facilitate a modern plant which helped launch the company for the fabrication of high end added-value products suited for export. In 1993, the corporation had a global sales network and started exporting models they had developed 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 growth possibilities into overseas markets.