

Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental corporation that consists of Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

In the United States, 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 division. 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 consumer wishes.

There are well over 220 Doosan service and product sales locations operating in Canada and the United States. In addition, there are more than 90 independent sellers moving lift truck equipment and materials handling equipment. This network allows Doosan Infracore America to aggressively compete in this competitive market. The lift truck product line remarkably includes 63 distinctive models 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 vehicles are designed in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest emerging forklift and lift truck corporation in the North American marketplace, thanks to its excellent level of product performance and their persistently high level of buyer support and service given to all Doosan Infracore Forklift clients. The U.S. lift Truck division located in Cleveland has a professional team experienced in Sales, Purchasing, Marketing, Logistical and Technical Support.

Start-up of the lift truck industry

Initially the domestic lift truck market in Korea was an open import enterprise. Korea Machinery Co. Ltd. started in 1960, to import fully assembled lift trucks as part of a home-based equipment expansion project. Product sales of these products were primarily targeted to state-run corporations, large scale organizations, and the military. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun business operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a lift truck manufacturing plant was successfully completed. Continuous technical training grew to become the new focus for enhancing quality and product development.

Growth of Forklift Exports

Home-based lift truck trade for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980's, Daewoo's superior technological advancements 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 cooperative venture project to help them in the highly competitive North American materials handling market. This project proved highly lucrative for Daewoo and their forklift sales expanded greatly. In 1984, the company finished development of a new facility to help in manufacturing high end value-added products for export. In 1993, the corporation had a international sales system and started exporting models they had developed through in-house technology, 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 possibilities into overseas markets.