

Doosan Forklift

Doosan Infracore Company Ltd. is an intercontinental company consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Equipment and Machine Tools and Mechanization Systems.

Their United States partner, Doosan Infracore America Corporation, stationed 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 consumer desires.

With a system consisting of over 90 independent dealers, the forklift group provides quality materials handling equipment to the wide-ranging North American marketplace. Doosan Infracore America Forklift dealers successfully operate in over 220 service and sales locations all through Canada and the U.S. The forklift product line impressively includes 63 different versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion vehicles. Capacities of these various vehicle versions range from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 certified facility.

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

Start-up of the lift truck business

Korea's original domestic lift truck market was an open-import enterprise. In the 1960s, Korea Machinery Co. Ltd. began to import assembled lift trucks as part of a nationwide equipment expansion venture. Early sales of this manufacturing equipment focused on large business communities, the armed services and on state-run companies. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced business operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical instruction became the new focus for enhancing quality and product development.

Lift Truck Export Expansion

Daewoo began the first home-based lift truck business in 1967, and rapidly gained a massive 90% share in the Korean Materials Handling market. By the 1980s, Daewoo's advanced technological enhancements combined with sales success placed them in a situation of considerable expansion of their forklift operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative enterprise project to respond to competitive pressures in the US materials handling market. This plan radically expanded Daewoo's forklift sales. Construction was completed in 1984 to facilitate a modern plant which helped set up the business for the manufacture of high added-value goods suited for export. In 1993, the company had a international sales network and started exporting models they had established through in-house expertise, as an sovereign product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing growth opportunities into international marketplaces.