Doosan Forklift

Doosan Infracore Company Ltd. is an international establishment consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Technologies and Machine Instruments and Mechanization 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 requirements.

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 dealers moving lift truck equipment and materials handling equipment. This network enables Doosan Infracore America to aggressively compete in this competitive marketplace. The forklift product line impressively comprises of 63 distinctive products consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various truck designs vary from 3,000 to 33,000 lbs. All vehicles 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 customer support and service given to all Doosan Infracore Forklift users. The U.S. lift Truck division based in Cleveland has a professional team knowledgeable in Sales, Purchasing, Marketing, Logistical and Technical Support.

Start-up of the lift truck business

In the beginning the domestic forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled lift trucks as part of a domestic equipment expansion project. Product sales of these goods were initially targeted to state-run firms, large scale corporations, and the military. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun trade operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical instruction grew to become the new focus for improving quality and product development.

Development of Forklift Exports

Domestic lift truck business 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 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 lucrative for Daewoo and their forklift product sales expanded greatly. In 1984, the company finished development of a new facility to help in manufacturing high end value-added goods for export. In 1993, the corporation had a international sales network and started exporting versions they had developed through in-house expertise, as an independent product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing growth opportunities into overseas marketplaces.