

## Crown Forklift Part

Crown specializes in developing electric lift trucks that are used in manufacturing settings and distributions centers around the globe. Crown is a leading forklift manufacturer of IC lift trucks for both outdoor and inside functions. Although a privately owned corporation, Crown has extensive production capabilities across the globe with plants located in China, the United States, Mexico, Germany and Australia.

Crown's electric forklifts are utilized on a daily basis to carefully redistribute storeroom resources and commodities. The organizations comprehensive product line comprises of manual propelled pallet stackers and lift trucks, power pallet stackers and trucks, counterbalanced sit down and stand up lift trucks, narrow-aisle turret trucks, narrow-aisle reach trucks, and order picking equipment.

Environmental stewardship and preservation are an extremely influential part of the Crown philosophy. Decades of thought leadership have allowed Crown to assist consumers at the same time as improving the natural environment. ISO 14001 certification has been attained for company management and environmental efforts in production. Crown has proudly achieved many awards and recognitions for its sustainability efforts, including the Ohio Governor's Pollution Prevention Award and the Ohio Governor's Environmental Sustainability Award.

### History - 1930 to 1950

Crown Equipment Corporation was first born in rural central American municipality called New Bremen, Ohio, USA. The company has matured from a one-room operation into a globally recognized organization, currently considered to be the seventh largest forklift manufacturer on the planet.

The Crown corporation was founded in 1945 by two brothers, Allen A. Dicke and the late Carl H. Dicke. Carl's son and Chairman Emeritus, James F. Dicke, joined the family company later that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head today, becoming the fourth generation of the Dicke family to continue this position.

Crown in the beginning started with a small clientele developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store based in New Bremen, Ohio, where Crown's headquarters currently remain.

By the year 1949, Crown moved into the production of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the image and reception quality. The company's profitable move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

### Crown History -1950's to 1975

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized parts for government and private market. Following several successful bids inside a brief period of time, the company had built a reputable business in this field.

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market began with lift truck production. The organization believed the market demanded a smaller line of superior quality lift trucks. Crown quickly created an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of products.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional center of operations and at present leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and strong manufacturing operations.

In 1968, Crown established itself in the European market by obtaining an Irish production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crown's (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through independent dealers.

### Crown History - 1975 to Current Day

Crown these days has a sizable network of Crown-owned and independently-owned dealers in various key international markets offering a vast fleet of electric forklifts. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide nationwide marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and dealer personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned sellers effectively operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their expanding foreign markets, Crown has production facilities in Sydney, Australia (since 1966); Queretaro, Mexico (since 1973); Roding, Germany (since 1986); and Suzhou, China (since 2006). Crown also owns branch sales and service center operations in more than 30 locations in the USA. International branch sales and service center operations include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous clientele around the world, Crown has built an outstanding reputation as a maker of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. Just to illustrate, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has gained general acceptance and earned a Design of the Decade award from the International Design Society of America. Again, more than thirty years later, the 5200S Series Reach Truck is another market first, providing the operator with many comfort choices to lean, sit or stand, along with its unparalleled productivity capability.