

## Crown Forklift Part

Crown Forklift Parts - 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 on that same year. At this time, 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.

Now an internationally diversified company, Crown initially built temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store based in New Bremen, Ohio, where Crown's center of operations currently remain.

In 1949, responding to the public's growing appeal of the TV, Crown moved into the manufacture of antenna rotators. This product was used to enhance TV reception and image quality. The company's successful move allowed them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical components for government and private market. After a number of profitable bids within a brief period of time, the company had developed a reputable business in this field.

Flexibility and success dominated Crown's ability to diversify once again. In 1957, production into the material handling market began with forklift manufacturing. The company believed the market demanded a smaller line of top-quality quality forklifts. Crown promptly fashioned an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its variety of products.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional head office and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid production operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they started to assemble PTH hand pallet trucks. Later on that same year, Crown started their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising forklifts across Europe through independent sellers.

Today, Crown manufactures an enormous fleet of electric forklifts. The company's dealer network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which offer promotional sales and nationwide marketing support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in many disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned dealers successfully operate in nearly 100 foreign city environments.

The 6 USA production locations for Crown consist of New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, building forklifts 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 over 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 client base around the world, Crown has built an first-rate reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for innovation 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 professionals. Today, this design has acquired common 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 original, providing the operator with many comfort alternatives to lean, sit or stand, along with its unparalleled productivity capability.