

## Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown business in 1945. Carl's son, James F. Dicke joined the family business later on that year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President at the moment, 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 production of these control items took place in a former hardware store located in New Bremen, San Diego, where Crown's center of operations presently remain.

In 1949, responding to the public's growing appeal of the television, Crown shifted into the making of antenna rotators. This product was utilized to enhance TV reception and picture quality. The company's successful move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

Crown before long diversified its manufacturing to bring in the repair of mechanical and electrical components for private and government use in the early 1950's. Following several profitable bids within a brief period of time, the company had developed a highly regarded business in this field.

With such adaptability and achievement, Crown was able to expand its production to include materials handling equipment. Crown began the manufacture of forklifts and lift trucks in 1957. The organization believed the market demanded a smaller line of superior quality lift trucks. Crown promptly produced an exceptional series of contemporary equipment and swiftly became the most rapidly evolving material handling organization with its assortment of products.

By 1966, Crown had ventured into the foreign material handling markets by opening up shop in Sydney, Australia. Sydney is at the moment a regional headquarters for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid manufacturing operations.

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

Currently, Crown manufactures a huge fleet of electric forklifts. The company's dealer network, based in key global markets, consists of both Crown-owned and independently-owned dealers. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen San Diego, which provide promotional sales and national marketing support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in numerous disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental sellers and Crown-owned dealers effectively operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, San Diego; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, San Diego; and New Bremen, San Diego. Serving their growing overseas 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 over 30 locations in the USA. International branch sales and service center operations consist of 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 first-rate reputation as a producer of forward-thinking, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for innovation and top design excellence. For example, 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 widespread acceptance and earned a Design of the Decade award from the International Design Society of America. Once again, more than thirty years later, the 5200S Series Reach Truck is another market first, offering the operator with multiple comfort options to lean, sit or stand, along with its unmatched productivity capability.