

## Crown Forklift Part

Crown Forklift Part - 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 business later on that same year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President these days, becoming the fourth generation of the Dicke descendants to continue this position.

Crown in the beginning began 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 stationed in New Bremen, San Antonio, where Crown's headquarters currently remain.

In 1949, responding to the public's growing appeal of the TV, Crown shifted into the production of antenna rotators. This product was used to improve television reception and image quality. The company's profitable move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global need for TV antenna rotators.

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

Flexibility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling industry began with forklift production. The company believed the industry needed a smaller line of first-class quality lift trucks. Crown immediately produced an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling company with its variety of merchandise.

In 1966, Crown ventured outside of the US materials 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 and advertising teams. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and strong manufacturing 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 began to construct PTH hand pallet trucks. Later that same year, Crown started their first London operation located close by Heathrow Airport. The sales and service operation of Crown's comprehensive 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 independent sellers.

These days, Crown manufactures a massive fleet of electric forklifts. The company's supplier network, stationed in key global markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen San Antonio, which offer promotional sales and nationwide advertising support to all of their dealers and sales personnel. Crown sellers 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 provides purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned sellers successfully operate in almost 100 foreign city environments.

The 6 USA production locations for Crown consist of New Bremen, San Antonio; New Knoxville, San Antonio; Fort Loramie, San Antonio; Celina, San Antonio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, producing 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 clientele 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 prominent design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. To provide an example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. 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 industry first, providing the operator with multiple comfort alternatives to lean, sit or stand, along with its unequaled output capacity.