

## Crown Forklift Parts

Crown Forklift Part - The Crown company 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. Currently, 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 descendants to maintain this position.

Now an globally diversified corporation, Crown initially fabricated temperature controls for coal burning furnaces, servicing a small client base. The production of these control units took place in a former hardware store based in New Bremen, Riverside, 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 improve TV reception and image quality. The company's profitable move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical machinery for government and private industry. Following numerous successful bids inside a short period of time, the company had built a highly regarded business in this field.

With such versatility and success, Crown was able to diversify its production to incorporate material handling equipment. Crown began the manufacture of forklifts and lift vehicles in 1957. The company believed the market required a smaller line of first-class quality lift trucks. Crown immediately created an exceptional series of modern equipment and swiftly became the most rapidly evolving materials handling company with its range of products.

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

Two years later, Crown had moved into the European markets by buying up an Irish production plant from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later on that same year, Crown began their first London operation located near 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 and advertising lift trucks across Europe through autonomous sellers.

Crown at present has a huge network of Crown-owned and independently-owned dealers in various key international marketplaces offering a vast fleet of electric lift trucks. They are responsible for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Riverside, which offer promotional sales and nationwide advertising support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in various disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing and advertising, 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 almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Riverside; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Riverside; and New Bremen, Riverside. Serving their expanding overseas markets, Crown has manufacturing 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.

Crown has earned a profitable reputation as a reliable, trustworthy and forward-thinking company by contented consumers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design excellence and innovation. For instance, 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 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 original, offering the operator with multiple comfort choices to lean, sit or stand, along with its unmatched productivity capability.