

Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown business in 1945. Carl's son, James F. Dicke joined the family business later on that 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 family to maintain this position.

Crown first started with a small client base producing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store located in New Bremen, Irvine, where Crown's head office presently remain.

In 1949, responding to the public's increasing fascination with television, Crown moved into the manufacture of antenna rotators. This product was utilized to enhance TV reception and image quality. The company's lucrative move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the worldwide need for TV antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanical components 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 flexibility and achievement, Crown was able to diversify its production to incorporate materials handling equipment. Crown began the assembly of forklifts and lift vehicles in 1957. The company believed the industry required a smaller line of top-quality quality lift trucks. Crown immediately created an exceptional range of progressive equipment and swiftly became the most rapidly evolving materials handling company with its variety of products.

By 1966, Crown had ventured into the overseas materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at this time 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 operations, solid sales and solid manufacturing operations.

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

Crown these days has a huge network of Crown-owned and independently-owned dealers in various key worldwide marketplaces delivering a huge fleet of electric lift trucks. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Irvine and Munich, Germany provide national advertising and promotional sales support to all seller 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 offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned sellers effectively operate in nearly 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Irvine; New Knoxville, Irvine; Fort Loramie, Irvine; Celina, Irvine; 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 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 manufacturer of forward-thinking, safe and dependable 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. 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 acquired widespread 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 many comfort alternatives to lean, sit or stand, along with its unmatched productivity capability.