

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown business in 1945. Carl's son, James F. Dicke joined the family business later on that year. At this time, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President today, becoming the fourth generation of the Dicke family to uphold this position.

Crown first began with a small client base developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store based in New Bremen, Ohio, where Crown's head office presently remain.

In 1949, responding to the public's mounting interest in TV, Crown shifted into the making of antenna rotators. This product was utilized to enhance television reception and picture quality. The company's successful move enabled them to become a leading maker 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 restoration of electronic and mechanical parts for government and private industry. Following numerous profitable bids inside a short period of time, the company had developed a respectable business in this field.

Versatility and achievement dominated Crown's capability to diversify once again. In 1957, production into the material handling market started with forklift production. The company believed the market needed a smaller line of superior quality forklifts. Crown immediately produced an exceptional series of progressive equipment and swiftly became the most rapidly evolving material handling organization with its assortment of merchandise.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional headquarters and currently leads Crown's Asia Pacific service, sales and marketing and advertising 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 markets by buying up an Irish manufacturing plant from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later on that same year, Crown started their first London operation stationed close by 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 advertising and marketing forklifts across Europe through independent sellers.

Today, Crown manufactures a huge fleet of electric forklifts. The company's vendor network, based in key international 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 offices in Munich, Germany and in New Bremen Ohio, which offer promotional sales and nationwide marketing support to all of their sellers 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 provides purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers effectively operate in almost 100 overseas city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing lift trucks in Sydney, Australia ever 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.

Crown has earned a successful reputation as a consistent, trustworthy and progressive company by happy customers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design superiority and innovation. 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. Once again, more than thirty years later, the 5200S Series Reach Truck is another market first, offering the operator with multiple comfort choices to lean, sit or stand, along with its unequaled productivity capacity.