

## Crown Forklift Parts

Crown Forklift Parts - 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. At this time, 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 continue this position.

Crown in the beginning began with a small client base producing 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, Ohio, where Crown's headquarters currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the increased fascination with televisions at the time. The product was proficient at improving the image and reception quality. The company's lucrative move allowed them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanical machinery for government and private market. Following several profitable bids within a short period of time, the company had built a reputable business in this field.

With such adaptability and success, Crown was able to expand its production to embrace material handling equipment. Crown began production of forklifts and lift trucks in 1957. The company believed the market needed a smaller line of first-class quality forklifts. Crown immediately created an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving material handling company with its assortment of products.

In 1966, Crown ventured outside of the US material 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 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 marketplaces by buying up an Irish manufacturing facility from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later that same year, Crown started their first London operation located near Heathrow Airport. The sales and service operation of Crown's complete forklift line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing lift trucks across Europe through independent sellers.

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

Corporate offices in New Bremen, Ohio and Munich, Germany offer nationwide marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and seller personnel are factory-trained in all 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 family of international sellers and Crown-owned sellers effectively operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their expanding 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client base on all sides of the world, Crown has built an outstanding reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit 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 materials handling professionals. Today, this design has acquired popular 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 options to lean, sit or stand, along with its unequaled productivity capability.