

## Crown Forklift Part

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

Now an internationally diversified corporation, Crown first fabricated temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control units took place in a former hardware store located in New Bremen, Midland, where Crown's headquarters currently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the increased interest in televisions at the time. The product was able to improve the picture and signal quality. The company's successful 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 television antenna rotators.

Crown before long diversified its manufacturing to bring in the restoration of mechanical and electrical components for private and government use in the early 1950's. Following numerous lucrative bids inside a short period of time, the company had developed a respectable business in this field.

With such flexibility and success, Crown was able to expand its production to incorporate material handling equipment. Crown started the assembly of forklifts and lift vehicles in 1957. The company believed the market needed a smaller line of top-quality quality forklifts. Crown promptly created an exceptional range of contemporary equipment and swiftly evolved into 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 center of operations and at present leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European market by purchasing an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation stationed near Heathrow Airport. The sales and service operation of Crown's complete lift truck line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through autonomous dealers.

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

Corporate offices in New Bremen, Midland and Munich, Germany provide national marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and dealer personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of global sellers and Crown-owned dealers successfully operate in nearly 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Midland; New Knoxville, Midland; Fort Loramie, Midland; Celina, Midland; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, 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 more than 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 profitable reputation as a dependable, safe and forward-thinking organization by satisfied clients worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design excellence and modernization. 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 market first, providing the operator with several comfort choices to lean, sit or stand, along with its unequalled output capability.