

## Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown business in 1945. Carl's son, James F. Dicke joined the family company later that year. Presently, 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 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 stationed in New Bremen, Santa Rosa, where Crown's head office presently remain.

By the year 1949, Crown moved into the production of rotators for antenna due the greater fascination with televisions at the time. The product was proficient at improving the image and signal 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 television antenna rotators.

Crown soon diversified its manufacturing to include the repair of mechanical and electrical parts for private and government use in the early 1950's. After several profitable bids within 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 lift truck production. The organization believed the industry required a smaller line of top-quality quality lift trucks. Crown immediately fashioned an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving materials handling company with its range of products.

By 1966, Crown had ventured into the international 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 today, supported by exceptional operations, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European market by obtaining an Irish production plant 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 close by Heathrow Airport. The sales and service operation of Crown's complete forklift line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising forklifts across Europe through independent sellers.

Crown at present has a sizable network of Crown-owned and independently-owned sellers in many key international markets 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, Santa Rosa and Munich, Germany offer nationwide marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Santa Rosa; New Knoxville, Santa Rosa; Fort Loramie, Santa Rosa; Celina, Santa Rosa; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, producing lift trucks 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 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.

Through its numerous clientele around the world, Crown has built an excellent reputation as a producer of forward-thinking, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has gained common 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, providing the operator with several comfort options to lean, sit or stand, along with its unmatched output capacity.