

## Crown Forklift Parts

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 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.

Now an internationally diversified organization, Crown originally designed temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store based in New Bremen, Ohio, where Crown's headquarters currently remain.

In 1949, responding to the public's increasing fascination with TV, Crown shifted into the manufacture of antenna rotators. This product was used to enhance television 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 demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical components for government and private market. After several lucrative bids inside a short period of time, the company had developed a reputable business in this field.

Versatility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling market started with forklift manufacturing. The organization believed the market required a smaller line of top-quality quality lift trucks. Crown quickly produced an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its variety of merchandise.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional head office and currently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid manufacturing 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 construct PTH hand pallet trucks. Later that same year, Crown started their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's complete 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.

These days, Crown manufactures a vast fleet of electric forklifts. The company's vendor network, based in key global markets, consists of both Crown-owned and independently-owned sellers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide national advertising and promotional sales support to all supplier and sales personnel. Both Crown sales and supplier 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, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned sellers effectively operate in almost 100 foreign 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, making 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 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 client base on all sides of the world, Crown has built an first-rate reputation as a manufacturer of forward-thinking, safe and reliable 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. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling experts. Today, this design has acquired general 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 multiple comfort alternatives to lean, sit or stand, along with its unmatched output capacity.