

## Crown Forklift Parts

Crown Forklift Part - 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 on that year. At present, 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 started with a small client base developing 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, Scottsdale, where Crown's head office currently remain.

In 1949, responding to the public's increasing appeal of the television, Crown moved into the manufacture of antenna rotators. This product was utilized to enhance television reception and image quality. The company's lucrative move enabled 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.

Crown before long diversified its manufacturing to incorporate the restoration of mechanical and electrical components for private and government use in the early 1950's. After numerous successful bids within a brief period of time, the company had developed a reputable business in this field.

Flexibility and achievement dominated Crown's capability to diversify once again. In 1957, production into the materials handling industry started with forklift manufacturing. The organization believed the market needed a smaller line of superior quality forklifts. Crown immediately produced an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving materials handling company with its range of products.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional head office and presently 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 strong manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they began to build PTH hand pallet trucks. Later on that same year, Crown began their first London operation located nearby 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 marketing forklifts across Europe through independent dealers.

These days, Crown manufactures a huge fleet of electric lift trucks. The company's supplier network, located in key global markets, consists of both Crown-owned and independently-owned sellers. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Scottsdale and Munich, Germany provide nationwide marketing and promotional sales support to all seller 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, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers effectively operate in almost 100 foreign city environments.

The 6 USA manufacturing locations for Crown consist of New Bremen, Scottsdale; New Knoxville, Scottsdale; Fort Loramie, Scottsdale; Celina, Scottsdale; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing forklifts 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 status as a dependable, safe and forward-thinking company by contented customers worldwide. The company has earned over 50 distinguished 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 introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained common 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 several comfort choices to lean, sit or stand, along with its unequalled output capacity.