

## 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 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 at the moment, becoming the fourth generation of the Dicke family to continue this position.

Crown first started with a small clientele producing 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, Richmond, where Crown's headquarters presently remain.

In 1949, responding to the public's increasing fascination with television, Crown moved into the manufacture of antenna rotators. This product was utilized to improve television reception and picture quality. The company's successful move enabled them to become a leading maker 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 mechanized machinery for government and private industry. Following several lucrative bids within a brief period of time, the company had built a reputable business in this field.

Versatility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling market began with lift truck manufacturing. The organization believed the market needed a smaller line of first-class quality forklifts. Crown quickly created an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving materials handling company with its collection of merchandise.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and marketing and advertising teams. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and solid production operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later that same year, Crown started their first London operation located nearby 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 forklifts across Europe through autonomous dealers.

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

There is Corporate facilities in Munich, Germany and in New Bremen Richmond, which offer promotional sales and national marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in various 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 global dealers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Richmond; New Knoxville, Richmond; Fort Loramie, Richmond; Celina, Richmond; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing 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 consist of 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 first-rate reputation as a maker 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 recognition for innovation and top design excellence. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling experts. Today, this design has gained popular 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 industry first, offering the operator with several comfort alternatives to lean, sit or stand, along with its unparalleled output capability.