

## 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 Head at the moment, becoming the fourth generation of the Dicke descendants to uphold this position.

Now an globally diversified corporation, Crown initially created temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control units took place in a former hardware store based in New Bremen, Santa Ana, where Crown's headquarters presently remain.

In 1949, responding to the public's increasing interest in TV, Crown moved into the making of antenna rotators. This product was utilized to improve TV reception and picture quality. The company's lucrative move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide need for television antenna rotators.

Crown soon diversified its manufacturing to take in the repair of mechanized 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 built a highly regarded business in this field.

With such versatility and achievement, Crown was able to diversify its production to include material handling equipment. Crown began the assembly of forklifts and lift vehicles in 1957. The company believed the industry demanded a smaller line of superior quality forklifts. Crown quickly created an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving materials handling company with its collection of products.

By 1966, Crown had ventured into the international material handling marketplaces by opening up shop in Sydney, Australia. Sydney is currently a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid production operations.

Two years later, Crown had moved into the European markets by buying up an Irish manufacturing 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 stationed 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 lift trucks across Europe through autonomous dealers.

Crown at present has a sizable network of Crown-owned and independently-owned dealers in various key worldwide marketplaces offering a huge fleet of electric lift trucks. They are accountable for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Santa Ana, which provide promotional sales and national marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in numerous disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of intercontinental dealers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

The 6 USA production locations for Crown consist of New Bremen, Santa Ana; New Knoxville, Santa Ana; Fort Loramie, Santa Ana; Celina, Santa Ana; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, 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.

Through its numerous clientele on all sides of the world, Crown has built an first-rate reputation as a producer of progressive, 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 instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. 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 original, offering the operator with many comfort alternatives to lean, sit or stand, along with its unequaled productivity capability.