

## Crown Forklift Parts

The Crown corporation was founded in 1945 by two brothers, Allen A. Dicke and the late Carl H. Dicke. Carl's son and Chairman Emeritus, James F. Dicke, joined the family company later on that same year. At this time, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head these days, becoming the fourth generation of the Dicke family to maintain this position. Crown initially started with a small client base producing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store located in New Bremen, Ohio, where Crown's center of operations presently remain. By the year 1949, Crown moved into the construction 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 profitable move allowed them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide need for TV antenna rotators. In the early 1950's Crown diversified into the production and restoration of electronic and mechanized machinery for government and private market. Following numerous lucrative bids within a short 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 material handling industry started with forklift manufacturing. The organization believed the market needed a smaller line of superior quality forklifts. Crown immediately fashioned an exceptional series of contemporary equipment and swiftly grew to be the most rapidly evolving materials handling organization with its assortment of merchandise. In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional operations, solid sales and solid manufacturing operations. Two years later, Crown had moved into the European markets by buying up an Irish production facility from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later that same year, Crown started their first London operation stationed near Heathrow Airport. The sales and service operation of Crown's comprehensive 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 autonomous dealers. Today, Crown manufactures a massive fleet of electric lift trucks. The company's dealer network, based 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. There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which provide promotional sales and national advertising support to all of their sellers and sales personnel. Crown dealers 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, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned dealers effectively operate in almost 100 overseas city environments. The 6 USA manufacturing locations for Crown consist of New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; 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 consist of 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 excellent reputation as a producer of progressive, 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 specialists. Today, this design has acquired widespread 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 productivity capacity.