

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown business in 1945. Carl's son, James F. Dicke joined the family business 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 continue this position.

Now an globally diversified corporation, Crown originally manufactured temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store stationed in New Bremen, Ohio, where Crown's center of operations presently remain.

In 1949, responding to the public's growing fascination with TV, Crown moved into the manufacture of antenna rotators. This product was used to enhance television reception and picture quality. The company's profitable move allowed 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.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanical parts for government and private industry. Following numerous lucrative bids within a brief period of time, the company had developed a reputable business in this field.

With such adaptability and achievement, Crown was able to diversify its production to incorporate material handling equipment. Crown began production of forklifts and lift vehicles in 1957. The company believed the industry required a smaller line of first-class quality lift trucks. Crown quickly produced an exceptional series of contemporary equipment and swiftly evolved into the most rapidly evolving materials handling organization with its assortment of products.

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 at present leads Crown's Asia Pacific service, sales and marketing teams. 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 plant from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later on 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 and advertising lift trucks across Europe through independent dealers.

Crown today has a huge network of Crown-owned and independently-owned dealers in various key worldwide markets offering a huge fleet of electric lift trucks. They are accountable 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 nationwide advertising support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in many 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 family of international sellers and Crown-owned dealers effectively operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their growing foreign markets, Crown has manufacturing facilities 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 over 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 reputation as a dependable, trustworthy and progressive company by satisfied consumers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design brilliance and modernization. For instance, 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 widespread 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 options to lean, sit or stand, along with its unmatched productivity capacity.