

## Crown Forklift Parts

Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown corporation in 1945. Carl's son, James F. Dicke joined the family company later that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head today, becoming the fourth generation of the Dicke descendants to maintain this position.

Crown in the beginning started with a small clientèle developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store located in New Bremen, Ohio, where Crown's headquarters presently remain.

In 1949, responding to the public's mounting appeal of the television, Crown shifted into the making of antenna rotators. This product was utilized to enhance TV reception and picture quality. The company's successful move enabled them to become a leading manufacturer 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 production and restoration of electronic and mechanical parts for government and private market. Following a number of lucrative bids within a short period of time, the company had built a highly regarded business in this field.

With such adaptability and achievement, Crown was able to expand its production to include material handling equipment. Crown started the manufacture of forklifts and lift vehicles in 1957. The organization believed the industry demanded a smaller line of top-quality quality lift trucks. Crown immediately produced an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling organization with its collection of merchandise.

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

In 1968, Crown established itself in the European market by obtaining an Irish manufacturing plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's complete 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 forklifts across Europe through independent dealers.

Nowadays, Crown manufactures a vast fleet of electric forklifts. The company's vendor network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide national marketing and promotional sales support to all seller and sales personnel. Both Crown sales and dealer personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their expanding overseas markets, Crown has production 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.

Through its numerous clientèle around the world, Crown has built an first-rate reputation as a manufacturer of forward-thinking, safe and reliable 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. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. Today, this design has acquired 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, providing the operator with many comfort options to lean, sit or stand, along with its unparalleled output capability.