

## Crown Forklift Parts

Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown business in 1945. Carl's son, James F. Dicke joined the family business later that year. At present, 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 uphold this position.

Crown initially started with a small client base developing 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, Ohio, where Crown's headquarters currently 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 picture and signal quality. The company's profitable move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide demand for television antenna rotators.

Crown soon diversified its manufacturing to bring in the repair of mechanical and electrical components for private and government use in the early 1950's. Following several successful bids within a short period of time, the company had built a respectable business in this field.

Flexibility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling market began with forklift manufacturing. The company believed the industry needed a smaller line of top-quality quality forklifts. Crown promptly produced an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of merchandise.

By 1966, Crown had ventured into the foreign materials handling markets by opening up shop in Sydney, Australia. Sydney is now a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and solid manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later that same year, Crown began their first London operation situated nearby 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 sellers.

Crown at present has a huge network of Crown-owned and independently-owned sellers in various key worldwide marketplaces offering a huge fleet of electric forklifts. 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 offer promotional sales and nationwide advertising support to all of their dealers and sales personnel. Crown dealers 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 delivers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers successfully operate in nearly 100 foreign city environments.

The 6 USA production 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, building 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 clientèle around the world, Crown has built an first-rate 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 recognition for innovation and top design excellence. Just to illustrate, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has gained 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 first, providing the operator with several comfort choices to lean, sit or stand, along with its unmatched output capacity.