

## 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 company later on that year. Presently, 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 in the beginning started with a small client base developing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store based in New Bremen, Elk Grove, where Crown's head office currently remain.

In 1949, responding to the public's growing interest in TV, Crown shifted into the production of antenna rotators. This product was utilized to improve television reception and image quality. The company's lucrative move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

Crown before long diversified its manufacturing to include the restoration of mechanized and electrical components for private and government use in the early 1950's. Following several lucrative bids within a brief period of time, the company had built a highly regarded business in this field.

With such versatility and success, Crown was able to diversify its production to incorporate material handling equipment. Crown began production of forklifts and lift trucks in 1957. The company believed the market needed a smaller line of first-class quality forklifts. Crown immediately fashioned an exceptional series of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its range of merchandise.

By 1966, Crown had ventured into the overseas materials handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader today, 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 manufacturing plant from a German Company, Steinbock. There they began to construct 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 comprehensive lift truck line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through independent sellers.

Nowadays, Crown manufactures a vast fleet of electric lift trucks. The company's vendor 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 offices in Munich, Germany and in New Bremen Elk Grove, which offer promotional sales and nationwide marketing support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in numerous disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of global sellers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Elk Grove; New Knoxville, Elk Grove; Fort Loramie, Elk Grove; Celina, Elk Grove; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing forklifts 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 clientele around the world, Crown has built an excellent reputation as a manufacturer of progressive, safe and reliable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit 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 professionals. 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, offering the operator with several comfort choices to lean, sit or stand, along with its unequalled productivity capacity.