

Crown Forklift Parts

Crown Forklift Part - 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. At present, 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 descendants to continue this position.

Now an internationally diversified corporation, Crown originally created temperature controls for coal burning furnaces, servicing a small client base. The production of these control items took place in a former hardware store based in New Bremen, Escondido, where Crown's center of operations currently remain.

In 1949, responding to the public's increasing fascination with television, Crown moved into the production of antenna rotators. This product was used to enhance television reception and picture quality. The company's lucrative move enabled 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.

Crown soon diversified its production to include the repair of mechanized and electrical components for private and government use in the early 1950's. After a number of successful bids within a short period of time, the company had built a respectable business in this field.

With such flexibility and achievement, Crown was able to expand its production to incorporate materials handling equipment. Crown began the manufacture of forklifts and lift vehicles in 1957. The organization believed the market demanded a smaller line of superior quality lift trucks. Crown immediately produced an exceptional range of progressive equipment and swiftly grew to be the most rapidly evolving materials handling organization with its collection of merchandise.

By 1966, Crown had ventured into the international material handling markets by opening up shop in Sydney, Australia. Sydney is currently a regional head office 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 strong production 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 started to construct 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 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 forklifts across Europe through autonomous dealers.

Today, Crown manufactures a huge fleet of electric forklifts. The company's vendor network, based in key international markets, consists of both Crown-owned and independently-owned dealers. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Escondido, which provide promotional sales and nationwide marketing support to all of their sellers 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 offers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Escondido; New Knoxville, Escondido; Fort Loramie, Escondido; Celina, Escondido; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, building 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 more than 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 on all sides of the world, Crown has built an outstanding reputation as a manufacturer of forward-thinking, safe and dependable 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 instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has gained general 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, offering the operator with several comfort choices to lean, sit or stand, along with its unmatched output capability.