

## Crown Forklift Parts

Crown Forklift Parts - The Crown company was founded in 1945 by two brothers, Allen A. Dicke and the late Carl H. Dicke. Carl's son and Chairman Emeritus, James F. Dicke, joined the family company later that same year. At this time, 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 family to continue this position.

Now an globally diversified company, Crown initially designed temperature controls for coal burning furnaces, servicing a small client base. The production of these control items took place in a former hardware store located in New Bremen, Palmdale, where Crown's head office presently remain.

By the year 1949, Crown moved into the production of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the image and reception quality. The company's successful move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical parts for government and private industry. After a number of successful bids within a short period of time, the company had built a highly regarded business in this field.

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market began with lift truck manufacturing. The company believed the industry required a smaller line of top-quality quality lift trucks. Crown quickly fashioned an exceptional range of contemporary equipment and swiftly became the most rapidly evolving materials handling company with its collection of merchandise.

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 presently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional operations, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish production facility 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 forklift line was accessible 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 autonomous dealers.

Crown these days has a sizable network of Crown-owned and independently-owned sellers in many key global markets providing a vast fleet of electric forklifts. They are accountable for handling the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Palmdale, which offer promotional sales and nationwide advertising support to all of their dealers and sales personnel. Crown sellers 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 provides purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Palmdale; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Palmdale; and New Bremen, Palmdale. Serving their growing foreign 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 consist of 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 excellent 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. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has acquired popular 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 original, providing the operator with multiple comfort options to lean, sit or stand, along with its unequaled productivity capacity.