

## Crown Forklift Parts

Crown Forklift Parts - 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. At present, 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 family to maintain this position.

Crown in the beginning began with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store located in New Bremen, Ohio, where Crown's headquarters currently remain.

In 1949, responding to the public's increasing fascination with TV, Crown moved into the assembly of antenna rotators. This product was used to improve television reception and picture quality. The company's profitable move enabled them to become a leading maker 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 manufacturing and repair of electronic and mechanical components for government and private market. Following numerous lucrative bids within a short period of time, the company had built a reputable business in this field.

With such versatility and success, Crown was able to expand its production to embrace materials handling equipment. Crown began the manufacture of forklifts and lift trucks in 1957. The organization believed the market demanded a smaller line of top-quality quality forklifts. Crown quickly fashioned an exceptional series of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its assortment of merchandise.

By 1966, Crown had ventured into the overseas material handling markets by opening up shop in Sydney, Australia. Sydney is currently a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, 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 production facility from a German Company, Steinbock. There they started to assemble PTH hand pallet trucks. Later 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 marketing lift trucks across Europe through independent dealers.

Crown at present has a huge network of Crown-owned and independently-owned dealers in many key worldwide markets delivering a huge fleet of electric lift trucks. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide national advertising and promotional sales support to all seller and sales personnel. Both Crown sales and supplier 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, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers effectively operate in nearly 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 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 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 outstanding reputation as a manufacturer of forward-thinking, 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. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained popular 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 market first, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unparalleled productivity capacity.