

Crown Forklift Parts

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown business in 1945. Carl's son, James F. Dicke joined the family company later that year. Currently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke descendants to continue this position.

Now an globally diversified company, Crown first built temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control items took place in a former hardware store located in New Bremen, Austin, where Crown's head office presently 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 reception quality. The company's profitable move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

Crown soon diversified its manufacturing to bring in the restoration of mechanical and electrical components for private and government use in the early 1950's. Following numerous lucrative bids within a brief period of time, the company had built a reputable business in this field.

With such flexibility and success, Crown was able to diversify its production to embrace materials handling equipment. Crown began production of forklifts and lift trucks in 1957. The company believed the industry required a smaller line of superior quality lift trucks. Crown quickly created an exceptional range of contemporary equipment and swiftly became the most rapidly evolving material handling company with its assortment of merchandise.

In 1966, Crown ventured outside of the US materials 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 marketing teams. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and strong manufacturing operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish manufacturing plant 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 situated near Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing lift trucks across Europe through autonomous sellers.

Currently, Crown manufactures a huge fleet of electric lift trucks. The company's dealer network, located in key global markets, consists of both Crown-owned and independently-owned dealers. They are accountable for handling the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Austin, 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 ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned dealers effectively operate in almost 100 overseas city environments.

The 6 USA manufacturing locations for Crown consist of New Bremen, Austin; New Knoxville, Austin; Fort Loramie, Austin; Celina, Austin; 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 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 clientele on all sides of the world, Crown has built an excellent reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling experts. Today, this design has acquired 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 original, providing the operator with many comfort choices to lean, sit or stand, along with its unmatched output capability.