

## 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 business later on that same year. At this time, 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 descendants to continue this position. Crown initially began with a small client base producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store stationed in New Bremen, Ohio, where Crown's center of operations presently remain. By the year 1949, Crown shifted into the production 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 producer of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators. In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized components for government and private industry. After numerous successful bids inside a short period of time, the company had built a respectable business in this field. With such adaptability and success, Crown was able to expand its production to include material handling equipment. Crown began production of forklifts and lift trucks in 1957. The company believed the market demanded a smaller line of first-class quality lift trucks. Crown quickly fashioned an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving material handling company with its variety of products. 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 marketing and advertising teams. Crown remains an unwavering market 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 facility from a German Company, Steinbock. There they started to make PTH hand pallet trucks. Later on that same year, Crown began their first London operation situated 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 and advertising forklifts across Europe through independent sellers. These days, Crown manufactures a huge fleet of electric lift trucks. The company's vendor network, situated in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service. Corporate offices in New Bremen, Ohio and Munich, Germany offer national marketing and promotional sales support to all seller and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of global sellers and Crown-owned sellers effectively operate in almost 100 foreign city environments. The 6 USA manufacturing locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making forklifts in Sydney, Australia ever 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 first-rate reputation as a producer 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 innovation and top design excellence. For instance, 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 general 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 original, providing the operator with several comfort alternatives to lean, sit or stand, along with its unparalleled productivity capacity.