



New In-House National Accounts Team

Doosan are delighted to announce the creation of an in-house National Accounts team who will be responsible for identifying and developing the larger fleet users and multi-site operations within the UK.

Since Doosan's acquisition of Rushlift, the UK's leading independent provider of forklifts and fleet services in February 2015, the £20-billion Korean Doosan Corporation, and leading manufacturer of high quality counter-balance forklifts and warehouse equipment, is now targeting the forklifts users who operate larger materials handling fleets.

Paul Watson, Doosan UK Sales Director explains, "Many businesses want to deal directly with the manufacturer to build a closer relationships and ensure the best channels of communication, and for many OEM's, the service offering is often an after-thought."

Rushlift has, and continues to be a customer service focused business, which makes a huge difference to their customers, because knowing exactly how to manage their customers' fleets and assets in the best method, ensures the maximum operating time and availability but at the lowest possible cost."

"Now Doosan has our own in-house service operation, we are able to go to market directly to create long-term partnerships with strategic large fleet and national account type customers with the knowledge that we have some of the highest quality and innovative products in our line-up, combined now with the best service operation and fleet management system in the industry."

"However," adds Watson, "we are very proud of our independent dealer network, some of whom we have worked with for over 30-years, and they will continue to promote the ever-increasing Doosan product range at a regional level, and it is our firm commitment to them and their very loyal customers, that we will continue to provide them with first-class support to ensure they maintain the highest levels of customer service that their customer have come to enjoy."

The start of 2016 saw the first two members of the new National Accounts Team, Brian Grady and

Andy Cross join the growing company. Both Andy and Brian each have over 20-years of materials handling industry experience and have worked at large manufacturers and bring with them a wealth of knowledge of the industry.

They will be working closely with the Rushlift operations and service team to ensure the complete success of the new joint Doosan and Rushlift proposition.

If you would like to hear more about what Doosan could offer your business, please contact Doosan HQ in Northampton on 01604 825600 or email salesadmin@doosan.com and we will be delighted to hear about your operation and to share our ideas with you.

Visit us : IMHX Exhibition in Birmingham, 13-16 September.

