

Futuristic forklift concept wins award

LEADING forklift manufacturer, Doosan distributed in South Africa by Goscor Lift Truck Company, has been awarded the prestigious Red Dot Design Award for its futuristic Concept Forklift (CFL). Efficient, environmentally friendly and with the highest level of safety, the futuristic model of the 'Intelligent Concept Forklift' impressed the judges with its ingenious approach to the challenges facing modern forklift manufacturing.

Darryl Shafto, Goscor Lift Truck Company MD says that the award is an important one. "Doosan is way ahead in terms of innovative forklift technology - the 'brakes for life' system, introduced several years back, being an excellent example - and this truly amazing futuristic forklift concept is, once again, proof of this," he says.

The 'brakes for life' system, which made world headlines when it was introduced and still a very prevalent feature on Doosan forklifts, is an oil-cooled disc brake system, which, being totally enclosed, eliminates all outside contamination of any humid, abrasive or corrosive dust particles. The system significantly reduces operating costs and GLTC offers on it a 60-month, unlimited hours guarantee.

Meanwhile, in terms of the award-winning CFL, Doosan tasked its Institute of Technology Industrial Design Team with the creation of a vision of the future that incorporates new materials and production techniques, whilst sticking to the Doosan belief of 'simple, powerful products with great performance'. "The hard work and dedication of our research and development teams has brought us great success with this award," says Chinwon Park, Doosan CEO. "Developments like the ones recognised by the Red Dot Award will bring us even greater success in the future. Convincing the design experts is no easy task, and



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we are delighted to receive this recognition." Shafto says that various elements of the design could be seen on Doosan forklifts within five years. "All Doosan's CFLs serve a number of purposes including the very practical purpose of enabling them to consider future possibilities of their designs in a way that is not linked to current production methods or models," he says. According to the design team, the key theme for the concept was 'innovation that embodies efficiency and intelligence' and, as a result, the CFL features many innovations that enhance productivity and usability.