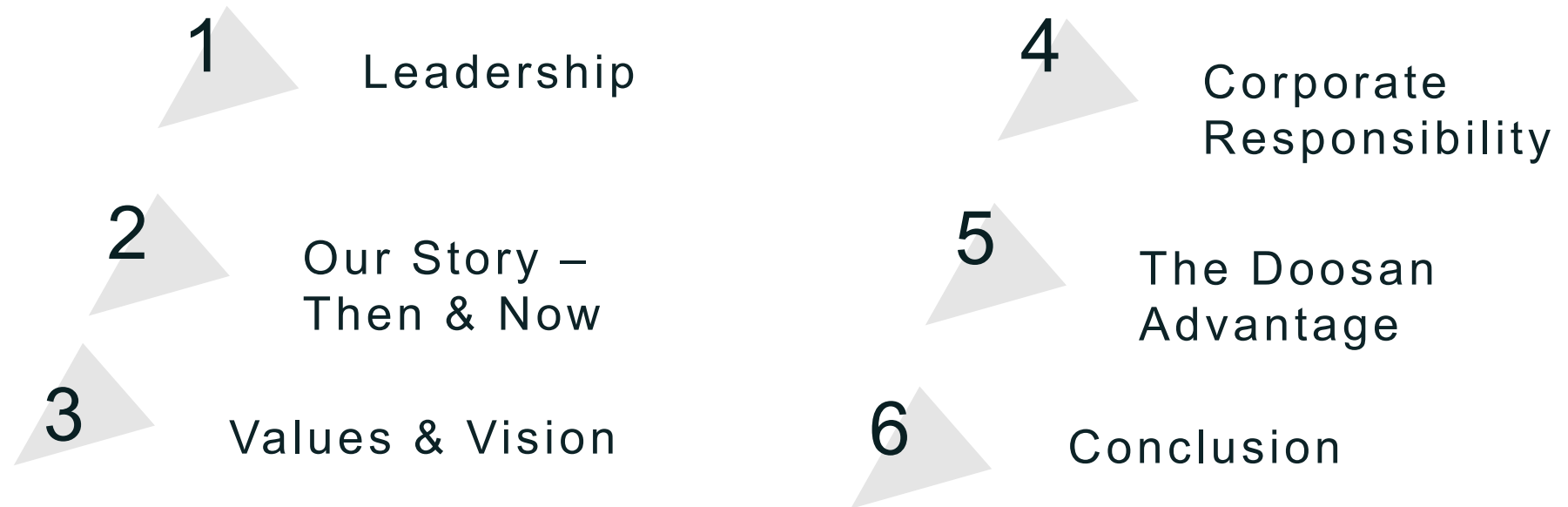


2021



DOOSAN INDUSTRIAL  
VEHICLE AMERICA CORPORATION

# Content



# Management Team



**TONY JONES**  
CHIEF  
EXECUTIVE OFFICER



**JEFF POWELL**  
DIRECTOR OF  
SALES & MARKETING




**TRENA HARRIS**  
GENERAL MANAGER,  
HUMAN RESOURCES



**DAN SUMMERS**  
GENERAL MANAGER,  
PRODUCT SUPPORT





# ABOUT

Doosan  
Corporation

Founded in 1896, Doosan is the oldest and fastest growing global company in Korea. Doosan's history represents a story of dynamic change, innovation and corporate responsibility.

Doosan's core businesses include Infrastructure Support, Consumer & Service Businesses and 23 subsidiaries — all focused on people and improving their lives.  
THAT IS THE DOOSAN WAY.





# ABOUT

Doosan  
Corporation

## Doosan Global Footprint



Subsidiaries

**36** countries **39,400** employees







# OWNERSHIP



Doosan is #1 in the North American Compact Construction Equipment industry (Bobcat). Portable Power was acquired from Ingersoll Rand in 2007.

Our global presence also encompasses:

*Construction of Power Plants  
Wind Power Generation Systems  
The Largest Desalinated Water Evaporator*

We strive to provide excellence through sustainability, growth and innovation.





# SPONSORSHIPS



Doosan's premier sponsorships and strategic partnerships further increase our brand awareness in the North American market and highlight our commitment to our customers and the industry.

Our equipment can be seen on nationally televised programs, 'Tanked,' featuring Acrylic Tank Manufacturers, and 'Salvage Dawgs,' the highly acclaimed renovation series featuring Black Dog Salvage.







# ABOUT DIVAC

DIVAC's North American headquarters are located near Atlanta in Buford, Georgia. This 200,000 sf facility houses Sales, Parts, Service, Training, Marketing and Finance.

Stocking over 1,200 units in new trucks and \$15MM in parts inventory, DIVAC has consistently held an industry-leading 98% first-pass fill rate for the past 10 years.







# MEMBERSHIPS



Active engagement in key industry organizations is critical in ensuring the highest safety standards and practices are developed and observed by manufacturers to protect operators and the public.

DIVAC is fully committed to excellence in engineering, education and supply chain solutions. As members of these respected associations, our company plays a pivotal role in where the industry is headed and how that impacts the market.



# Our Values

Doing What Is Right the First Time

## 1 / One



Provide exemplary customer service before and beyond the sale – Our customers are our first priority

## 2 / Two



Be fast, flexible and easy to do business with – Transparency and reliability underscore all we do

## 3 / Three



Hit the mark the first time – Provide equipment and support that add value





# Our Vision

Sustainability. Growth. Innovation.



## 1 / One

Develop equipment that is environmentally responsible with an eye toward adaptability



## 2 / Two

Manufacture world-class equipment and components that invest in people and build profitability



## Three

Establish rigorous standards in R&D to ensure reliable, cutting-edge technologies





# Corporate Social Responsibility

## DIVAC Cares

DIVAC employees work tirelessly in the community to support our neighbors and build true partnerships.

A few of the local programs we support include:



Paint Gwinnett Pink  
5K Walk/Run



Creative Enterprises –  
Rehabilitation for Adults  
with Disabilities



Georgia Cares –  
Supporting Survivors of  
Trafficking & Abuse



Toys for Tots





## THE DIVAC DIFFERENCE

Doosan Industrial Vehicle America Corporation has averaged 30% growth YoY for the past 5 years and is on track to double in 3 years.

### North America

Bold leadership

A visionary path for record growth

Daily engagement with our dealers

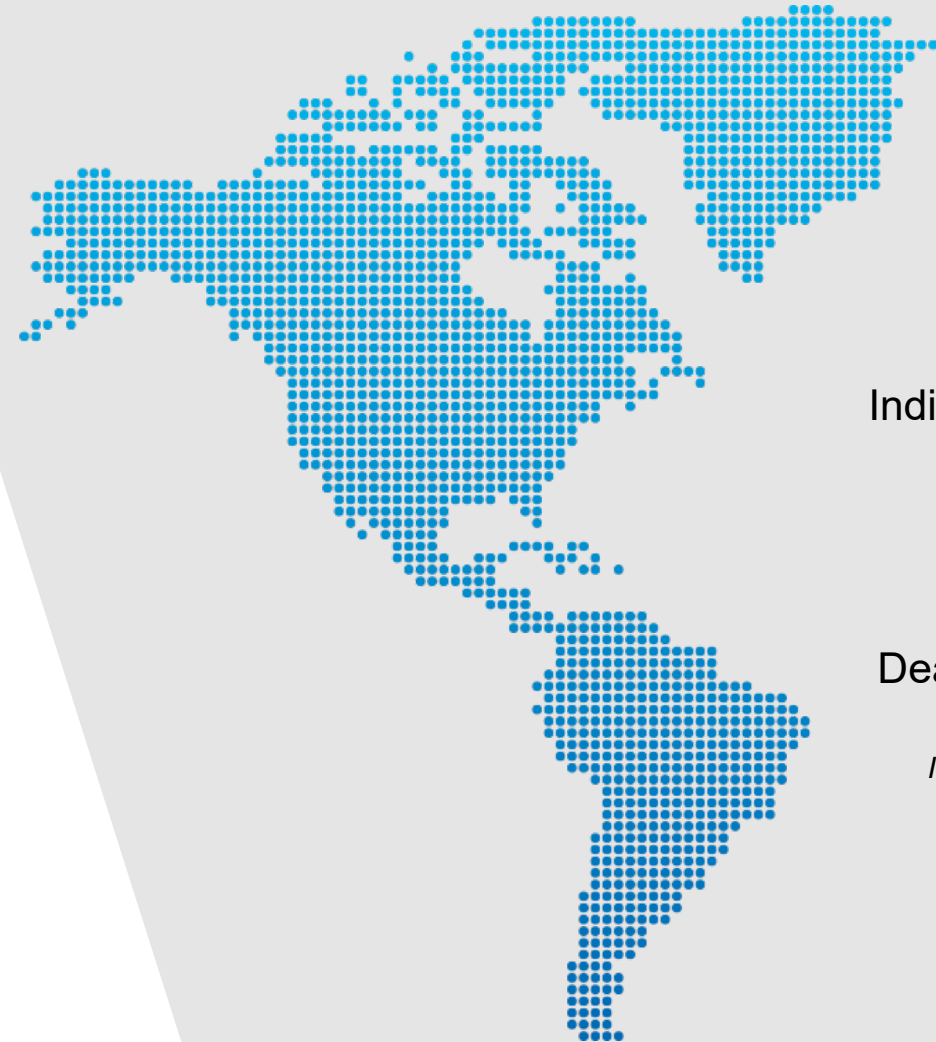
### South America

Executive Best Practices

Special Financing Programs

Monthly In-Person Visits (Parts Departments)

## Our Dealer Network



**88**

Individual Dealers

**190**

Dealer Locations

*Includes Canada*



# Market Strategy

Putting People First



**ANALYSIS**

01



**COMMUNICATION**

02



**RECRUITMENT**

03



**PLANNING**

04



**MANAGEMENT**

05



By making the people we work with and do business with our first priority, DIVAC has seen our market share double in the last three years.

Before the sale and beyond, DIVAC is a True Partner to our dealers and our customers.



**Greater**  
achievement  
**is possible**  
when everyone  
**unites**

- Doosan Credo -

**DOOSAN**



# Thank You

[www.DoosanLift.com](http://www.DoosanLift.com)

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