

Discover the Doosan Difference.

At The ROC, it's everywhere you look.

We can tell you about how Doosan delivers performance, durability, visibility, comfort and ease of maintenance. You can read about it or hear it from operators. Did you know there's a place where you can truly experience the best of the Doosan brand for yourself?

It's right in the heart of the Arizona desert – a beautiful, rugged landscape where the toughest digging conditions exist. Here, an exclusive, interactive opportunity awaits where you can see, hear and feel what makes Doosan different.

Are you ready for The ROC?

From start to finish, our trainers will guide you through the effective operation of Doosan equipment, allowing you to experience the Doosan difference in our machines and our people.

It's a learning experience you can't miss.



For more information on how you can participate in The ROC experience please contact your local Doosan dealer.
doosanequipment.com/dealerfind

DOOSAN

THE ROC

REAL OPERATION CENTER

CUSTOMER EXPERIENCE



You've been cleared for the ultimate Doosan experience.

DOOSAN

What is The ROC?

The ROC is short for The “Real Operation Center.”

It’s a state-of-the-art, hands-on operation facility where customers can interact with Doosan equipment and professionals from Doosan Infracore. The ROC is the only place in the world where you can experience the latest from Doosan: the machines, the features, the innovative designs... and the people who bring them to you.



A Customer Experience

Whether you are a current Doosan customer or just considering the Doosan brand, you have an open-ended invitation to visit The ROC. This site is dedicated to showcasing our entire Doosan lineup. Unlike other demo sites, The ROC experience includes everything needed to ensure you leave impressed with our equipment, our team and our brand.

Activities

- Operation of the full Doosan product lineup in tough, real life conditions
- Enjoy 5-star accommodations and fine dining at the luxurious Starr Pass Resort and Spa
- Shoot trap at the renowned Tucson Trap and Skeet Club
- Build a personal relationship with your dealership and the Doosan team

Take the Controls

The ROC is the ultimate playground for Doosan equipment. We have many machines – and plenty of room to move in our expansive, scenic operation area. You’ve heard about what these machines can do in the toughest digging conditions. Now you can experience it. Dig into The ROC’s tough, hardpan soil and feel the power for yourself!



“We’re using The ROC to its fullest potential and making a clear company commitment to our own staff while trying to secure and strengthen customer relationships.”

- Jeff Boyle, sales manager
H & E Equipment



Scan this code
to see a Doosan
Customer Event video