

## Terex Forklift

Terex Forklifts stands by their goal to supply a dependable and cost effective product line. They take pride in making equipment that improves their customers' earnings. Through many divestitures and acquisitions planned to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to enable them to supply quality standards and value for their broad client base.

Terex has remained a competitive player in the material handling and industrial equipment sector. They are working towards building a franchise under the brand name Terex by incorporating all of their previous brand names for many of the goods used in conjunction business the brand Terex. Presently, Terex goods are principally marketed under the Terex brand name. A few of the following historic name brands and transitional names include: ATC, Amida, American Truck Company, American, Advance, Bartell, Benford, Bendini, Bid-Well, CMI, CMI-Cifali, CMI Johnson-Ross, Cedarapids, Canica, Comedil, Demag, ELJay, Franna, Fermac, Finlay, Fuchs, Genie, Hi-Ranger, Jaques, Load King, Morrison, O&K, Peiner, PPM, Powerscreen, Pegson, Reedrill, Schaeff, Simplicity, Standard Havens, Tatra, TerexLift, Telelect and Unit Rig.

Terex has shown steady development, acquiring PPM Cranes, in 1995 while divesting Clark Material Handling in 1995. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to mature their mining operations. The same year their crane offering expanded their operations radically with the acquisitions of Gru Comedil, TerexLift, American Crane and Peiner. A Light Building business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They soon became a leader within the crushing and screening industry by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By purchasing Fermac, a specialized maker of tractor loader backhoes, in the year 2000, Terex stretched into the Compact Equipment industry. Their Light Construction business continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

In 2001, Terex expanded their Roadbuilding division business with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

A couple of of the acquisitions that took place in 2002 helped allow Terex to develop into a leader in their respective categories. Advance Mixer helped thrust Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German makers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a primary maker of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which provided company-owned circulation for Terex Utilities.

A company called Tatra was acquired in 2003. This company created heavy duty vehicles for armed forces and off-road industrial applications. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities distribution.

In the year 2004, Terex purchased a manufacturer of surface drilling equipment utilized in mining, construction and utility industries, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was purchased by Terex. They design high capacity surface mining trucks and also fabricate several parts for other Terex businesses.