

## **Terex Forklift**

Terex Forklifts takes immense delight in manufacturing quality equipment that helps improve their customers' efficiency while standing by their mission to provide a cost effective yet reliable product line. Through several divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to enable them to supply quality standards and value for their broad customer base.

Terex has remained a competitive player in the materials handling and industrial equipment sector. They are working towards building a franchise under the name brand Terex by incorporating all of their preceding brand names for many of the products used in conjunction business the brand Terex. Presently, Terex products are principally marketed under the Terex name. Some of the following historic brand names 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 growth, buying 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.

Terex rapidly grew their mining and Crane operations with the acquisition of O&K mining, TerexLift, Gru Comedil, American Crane and Peiner. A Light Building business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They quickly became a leader within the crushing and screening market by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

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

Terex beefed up its Roadbuilding division in 2001, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

Several acquisitions in 2002 placed Terex along with the leaders in their respective categories. Terex became an important crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing industry. Acquiring German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a principal producer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which provided company-owned circulation for Terex Utilities.

Tatra, a maker of heavy-duty forklifts built for on and off-road industrial and military applications were purchased in 2003. Buying Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a manufacturer of surface drilling equipment for application within the construction, utility and mining industries. Noble CE, which was referred to as Terex Mexico was also acquired this year. They manufacture high capacity surface mining trucks and also produce many items for other Terex businesses.