## Terex Forklift

Terex Forklifts takes immense satisfaction in producing quality equipment that helps improve their customers' performance while standing by their goal to provide a cost effective yet reliable product line. Through many divestures and acquisitions intended to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to make it possible for them to supply quality standards and value for their broad consumer base.

Terex has remained a competitive player in the materials handling and industrialized 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 brand name. Many 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 growth, purchasing 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.

Buying O&K Mining and Payhauler in 1998, allowed Terex to nurture 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 quickly became a leader within the crushing and screening market by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By acquiring Fermac, a specialized manufacturer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment marketplace. Their Light Construction operations 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 operations with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

A small number of the acquisitions that took place in 2002 made it easier for Terex to grow into a leader in their respective categories. Advance Mixer helped boost Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a leading producer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

Tatra, a manufacturer of heavy-duty vehicles designed for on and off-road commercial and military functions were purchased in 2003. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a producer of surface drilling technologies for use within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also purchased this year. They produce high capacity surface mining vehicles and also fabricate many parts for other Terex companies.