## Terex Forklift

Terex Forklifts stands by their mission to deliver a consistent and cost effective product line. They take delight in making equipment that improves their customers' earnings. Through several divestures and acquisitions designed 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 deliver quality standards and value for their broad client base.

Remaining a aggressive player in the industrialized equipment sector, Terex is building a franchise under the Terex name brand. The company is incorporating their previous brand names for some of their components in conjunction operations the Terex brand for a smooth transition process. 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 evolution, 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.

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

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

Terex added to its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

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

Tatra, a producer of heavy-duty vehicles intended for on and off-road commercial and military purposes 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 maker of surface drilling technologies for application within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also purchased this year. They manufacture high capacity surface mining trucks and also produce several parts for other Terex companies.