

Terex Forklift

Terex Forklifts takes great satisfaction in developing quality equipment that helps improve their customers' performance while standing by their mission to offer a cost effective yet reliable product line. Through numerous divestures and acquisitions planned to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to supply quality standards and value for their broad customer base.

Remaining a competitive player in the industrialized equipment sector, Terex is building a franchise under the Terex brand name. 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 products are principally marketed under the Terex brand name. A number 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 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 grow their mining operations. The same year their crane offering expanded their operations greatly 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 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 the year 2000, Terex expanded into the Compact Equipment market, buying Fermac who is a manufacturer specializing in tractor loader backhoes. Their Light Construction operations continued to expand business 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.

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 drive Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Buying German makers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a primary producer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which offered company-owned circulation for Terex Utilities.

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

In the year 2004, Terex purchased a maker of surface drilling equipment used in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was acquired by Terex. They manufacture high capacity surface mining trucks and also fabricate several parts for other Terex companies.