

## Terex Forklift

Terex Forklifts takes great pride in producing quality equipment that helps better their customers' efficiency while standing by their goal to offer a cost effective yet consistent product line. Through many divestures and acquisitions planned to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to enable them to present quality standards and value for their broad client base.

Remaining a aggressive player in the mechanized equipment sector, Terex is building a franchise under the Terex name brand. The company is incorporating their previous brand names for a lot of their parts in conjunction operations the Terex trade name for a smooth transition process. Currently, Terex goods are principally marketed under the Terex brand name. A number of 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, 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.

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

By buying Fermac, a dedicated producer of tractor loader backhoes, in the year 2000, Terex expanded 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.

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

A couple of of the acquisitions that took place in 2002 made it easier for Terex to develop into a leader in their respective categories. Advance Mixer helped thrust Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a principal manufacturer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

Tatra, a maker of heavy-duty lift trucks intended for on and off-road industrial and military applications were acquired in 2003. Acquiring Combatel and Commercial Body the same year allowed 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 industries, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was acquired by Terex. They produce high capacity surface mining vehicles and also manufacture several items for other Terex businesses.