

Terex Forklift

Terex Forklifts takes great delight in producing quality equipment that helps better their customers' performance while standing by their mission to provide a cost effective yet reliable product line. Through several divestures and acquisitions intended to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to make it possible for them to supply 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 brand name. The business is incorporating their earlier brand names for a lot of their components in conjunction business the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex name. Several 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 progress, 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.

Acquiring O&K Mining and Payhauled in 1998, allowed Terex to cultivate their mining business. The same year their crane offering expanded their operations greatly 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 soon became a leader within the crushing and screening industry by acquiring 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 manufacturer of tractor loader backhoes, in the year 2000, Terex stretched into the Compact Equipment industry. Their Light Construction operations 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 purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A couple of the acquisitions that took place in 2002 helped allow Terex to develop 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. Acquiring German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a primary producer of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which provided company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company created heavy duty vehicles for military and off-road industrial purposes. Acquiring 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 purchased this year. They design high capacity surface mining vehicles and also manufacture several items for other Terex companies.