

## **Terex Forklift**

Terex Forklifts stands by their mission to provide a consistent and cost effective product line. They take pride in manufacturing equipment that improves their customers' return on investment. Through several divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to enable them to deliver quality standards and value for their broad client base.

Remaining a competitive player in the mechanized equipment sector, Terex is forming a franchise under the Terex name brand. The business is incorporating their earlier brand names for a lot of their items in conjunction business the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex 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 had a steady development cycle. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Materials Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Terex rapidly 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 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 buying Fermac, a specialized maker of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment industry. 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.

Several acquisitions in 2002 placed Terex amongst the leaders in their respective categories. Terex became a leading crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing industry. Acquiring German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a principal producer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for military and off-road commercial applications. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities distribution.

In 2004, Terex acquired Reedrill, a manufacturer of surface drilling equipment for application within the construction, utility and mining markets. Noble CE, which was referred to as Terex Mexico was also acquired this year. They manufacture high capacity surface mining trucks and also manufacture numerous items for other Terex companies.