

Terex Forklift

Terex Forklifts stands by their mission to supply a reliable and cost efficient product line. They take delight in producing equipment that improves their customers' earnings. Through numerous divestures and acquisitions planned to expand the product offering, Terex has recently expanded dramatically. They have improved 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 forming a franchise under the Terex brand name. The business is incorporating their earlier brand names for some of their parts in conjunction operations the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex brand name. Some 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 had a constant expansion sequence. 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.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to nurture their mining business. The same year their crane offering expanded their operations significantly 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 purchasing 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 industry, buying Fermac who is a maker 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 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 makers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a principal producer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

Tatra, a manufacturer of heavy-duty forklifts intended for on and off-road industrial and military functions were purchased in 2003. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities distribution.

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