

Terex Forklift

Terex Forklifts takes great pride in producing quality equipment that helps improve their customers' efficiency while standing by their goal to offer a cost effective yet consistent product line. Through several divestures and acquisitions intended to expand the product offering, Terex has recently expanded dramatically. They have improved their geographic coverage to enable them to deliver 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 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 goods are principally marketed under the Terex brand name. A few 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.

Buying O&K Mining and Payhuler in 1998, allowed Terex to mature 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 quickly became a leader within the crushing and screening market by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By acquiring Fermac, a specialized manufacturer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment market. Their Light Construction business 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, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

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

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for armed forces and off-road commercial functions. Buying 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 producer of surface drilling equipment for use within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also acquired this year. They produce high capacity surface mining trucks and also manufacture numerous parts for other Terex businesses.