

Terex Forklift

Terex Forklifts stands by their goal to deliver a consistent and cost effective product line. They take satisfaction in manufacturing equipment that improves their customers' return on investment. Through many divestitures and acquisitions planned to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to make it possible for them to present quality standards and value for their broad customer base.

Remaining a competitive player in the industrial equipment sector, Terex is building a franchise under the Terex brand name. The business is incorporating their previous brand names for a lot of their items in conjunction with the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex 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 consistent development sequence. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Material 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 Payhauler in 1998, allowed Terex to grow their mining operations. The same year their crane offering expanded their operations radically with the acquisitions of Gru Comedil, TerexLift, 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 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 dedicated manufacturer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment market. 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 an important crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Buying German manufacturers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a leading maker of Aerial Work Platforms. This busy year was completed with the acquisitions of EPAC and Pacific Utility, which supplied 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 purchased in 2003. Buying Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

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