

## **Terex Forklift**

Terex Forklifts stands by their mission to supply a reliable and cost efficient product line. They take pleasure in producing equipment that improves their customers' return on investment. Through many divestitures and acquisitions intended to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to enable them to present quality standards and value for their broad consumer base.

Terex has remained a competitive player in the materials handling and industrial equipment sector. They are working towards building a franchise under the name brand Terex by incorporating all of their earlier brand names for many of the products used in conjunction with the brand Terex. Presently, Terex products are principally marketed under the Terex brand name. A number 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, Farmac, 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, buying 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.

Terex swiftly grew their mining and Crane operations with the acquisition of O&K mining, TerexLift, Gru Comedil, 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 Farmac, a dedicated producer 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.

Terex added to its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A couple of the acquisitions that took place in 2002 made it easier for Terex to develop into a leader in their respective categories. Advance Mixer helped thrust Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German manufacturers 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 circulation for Terex Utilities.

Tatra, a producer of heavy-duty forklifts intended for on and off-road commercial and military applications were acquired in 2003. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities supply.

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