

## Terex Forklift

Terex Forklifts takes great pleasure in developing quality equipment that helps better their customers' efficiency while standing by their mission to offer a cost effective yet reliable product line. Through numerous divestures and acquisitions intended to expand the product offering, Terex has a short time ago expanded dramatically. They have improved their geographic coverage to enable them to present quality standards and value for their broad customer base.

Terex has remained a competitive player in the material handling and industrialized equipment sector. They are working towards forming a franchise under the brand name Terex by incorporating all of their previous brand names for many of the products used in conjunction operations the brand Terex. Presently, Terex goods 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, Ferman, 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 growth 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.

Terex quickly grew their mining and Crane operations 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 quickly became a leader within the crushing and screening industry by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment industry, buying Ferman who is a maker specializing in tractor loader backhoes. 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 among the leaders in their respective categories. Terex became a primary crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing industry. Acquiring German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a leading producer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

Tatra, a producer of heavy-duty forklifts built for on and off-road commercial and military purposes were purchased in 2003. Buying 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 producer 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 purchased by Terex. They produce high capacity surface mining vehicles and also manufacture many parts for other Terex companies.