

Terex Forklift

Terex Forklifts takes great pleasure in developing quality equipment that helps improve their customers' performance while standing by their goal to provide a cost effective yet consistent product line. Through several divestures 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 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 name brand Terex by incorporating all of their earlier brand names for many of the goods used in conjunction business the brand Terex. Currently, Terex products are principally marketed under the Terex name. Some of the following historic name brands 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 growth cycle. 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 rapidly 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 acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By acquiring Fermac, a specialized producer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment marketplace. Their Light Construction business continued to expand business with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

In 2001, Terex expanded their Roadbuilding division business with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

A few 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 drive Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Buying German makers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a leading maker of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which provided company-owned distribution for Terex Utilities.

Tatra, a manufacturer of heavy-duty forklifts intended for on and off-road industrial and military applications were acquired in 2003. Buying 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 manufacturer of surface drilling equipment utilized in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was acquired by Terex. They produce high capacity surface mining vehicles and also produce numerous components for other Terex businesses.