

Terex Forklift

Terex Forklifts stands by their mission to provide a reliable and cost efficient product line. They take pleasure in making equipment that improves their customers' return on investment. Through many divestures and acquisitions intended to expand the product offering, Terex has recently expanded dramatically. They have improved their geographic coverage to make it possible for them to deliver quality standards and value for their broad customer base.

Remaining a competitive player in the industrial equipment sector, Terex is forming a franchise under the Terex brand name. The business is incorporating their previous brand names for many of their parts in conjunction operations the Terex brand for a smooth transition process. Currently, Terex products are principally marketed under the Terex name. A number of 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 shown steady evolution, 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 promptly grew their mining and Crane business 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 manufacturers were also added to Terex in 1999.

By purchasing Fermac, a specialized maker of tractor loader backhoes, in the year 2000, Terex stretched 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.

Terex beefed up its Roadbuilding division in 2001, operations with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A small number of the purchases that took place in 2002 made it easier for Terex to develop into a leader in their respective categories. Advance Mixer helped boost Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane market. Acquiring German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a primary producer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for military and off-road commercial applications. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities distribution.

In the year 2004, Terex purchased a maker 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 design high capacity surface mining vehicles and also fabricate numerous items for other Terex companies.