

Terex Forklift

Terex Forklifts stands by their goal to supply a consistent and cost effective product line. They take pleasure in producing equipment that improves their customers' earnings. Through many divestures and acquisitions designed to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to deliver quality standards and value for their broad consumer base.

Remaining a aggressive player in the industrialized equipment sector, Terex is building a franchise under the Terex brand name. The business is incorporating their earlier brand names for a lot of their parts in conjunction operations the Terex brand for a smooth transition process. Presently, Terex goods are principally marketed under the Terex name. Many 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 constant expansion 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 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 market by acquiring 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 manufacturer 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 added to its Roadbuilding division in 2001, operations with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A couple 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 propel Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane industry. Buying German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a leading producer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which supplied 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 industrial purposes. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities distribution.

In 2004, Terex acquired Reedrill, a manufacturer of surface drilling equipment for use within the construction, utility and mining industries. Noble CE, which was known as Terex Mexico was also purchased this year. They design high capacity surface mining vehicles and also produce several items for other Terex companies.