

Terex Forklift

Terex Forklifts takes great pleasure in producing quality equipment that helps improve their customers' efficiency while standing by their mission to provide a cost effective yet consistent product line. Through several divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to enable them to deliver quality standards and value for their broad client base.

Terex has remained a competitive player in the material 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 operations the brand Terex. Presently, Terex goods are principally marketed under the Terex brand name. A few 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 shown steady evolution, acquiring 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 soon became a leader within the crushing and screening market by buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment industry, buying Fermac who is a maker specializing in tractor loader backhoes. Their Light Construction business 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, business with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A small number of the purchases that took place in 2002 helped allow Terex to develop into a leader in their respective categories. Advance Mixer helped thrust Terex into the concrete mixing industry, 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 class. Genie became a leading manufacturer of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

Tatra, a manufacturer of heavy-duty lift trucks intended for on and off-road commercial and military purposes were purchased in 2003. Buying Combattel 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 industries, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was acquired by Terex. They manufacture high capacity surface mining trucks and also fabricate numerous components for other Terex businesses.