

Terex Forklift

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

Remaining a aggressive player in the mechanized equipment sector, Terex is building a franchise under the Terex name brand. The company is incorporating their earlier brand names for a lot of their components in conjunction operations the Terex brand for a smooth transition process. Presently, Terex products are principally marketed under the Terex brand name. Several 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 expansion sequence. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Materials Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to cultivate their mining business. The same year their crane offering expanded their operations significantly with the acquisitions of Gru Comedil, TerexLift, 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 purchasing 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 extended into the Compact Equipment industry, acquiring 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 added to its Roadbuilding division in 2001, operations with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

A few of the purchases that took place in 2002 helped allow Terex to grow into a leader in their respective categories. Advance Mixer helped drive Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane market. Buying German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a principal manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which offered company-owned circulation for Terex Utilities.

A company called Tatra was acquired in 2003. This company created heavy duty vehicles for military and off-road industrial applications. Buying Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a maker of surface drilling equipment for application within the construction, utility and mining markets. Noble CE, which was referred to as Terex Mexico was also acquired this year. They produce high capacity surface mining trucks and also manufacture numerous parts for other Terex companies.