

Terex Forklift

Terex Forklifts takes immense pride in developing quality equipment that helps enhance their customers' efficiency while standing by their goal to offer a cost effective yet reliable product line. Through several divestures and acquisitions planned to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to make it possible for them to present quality standards and value for their broad consumer base.

Remaining a aggressive player in the industrial equipment sector, Terex is forming a franchise under the Terex brand name. The company is incorporating their previous brand names for a lot of their items in conjunction operations the Terex brand name for a smooth transition process. Presently, Terex goods are principally marketed under the Terex brand name. Some 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 consistent development 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 Construction 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 manufacturers were also added to Terex in 1999.

By acquiring Fermac, a dedicated maker of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment market. Their Light Construction business continued to expand operations 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 couple of of the acquisitions that took place in 2002 helped allow 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. Buying German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a leading maker 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.

Tatra, a manufacturer of heavy-duty vehicles built for on and off-road industrial and military functions were acquired in 2003. Acquiring 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 producer of surface drilling equipment used in mining, construction and utility industries, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was purchased by Terex. They produce high capacity surface mining vehicles and also produce many components for other Terex businesses.