

Terex Forklift

Terex Forklifts stands by their mission to provide a consistent and cost effective product line. They take delight in developing equipment that improves their customers' return on investment. Through several divestures and acquisitions intended 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 client base.

Remaining a aggressive player in the industrialized equipment sector, Terex is building a franchise under the Terex brand name. The company is incorporating their previous brand names for many of their components in conjunction operations the Terex brand name for a smooth transition process. Currently, 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 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 rapidly grew their mining and Crane business 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 buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment industry, buying Fermac who is a maker specializing in tractor loader backhoes. Their Light Construction business continued to expand business with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

Terex added to its Roadbuilding division in 2001, business with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

Several purchases in 2002 placed Terex amongst the leaders in their respective categories. Terex became a primary crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing industry. Buying German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a primary maker of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

Tatra, a maker of heavy-duty lift trucks designed for on and off-road commercial and military functions were purchased 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 maker of surface drilling equipment used 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 manufacture high capacity surface mining vehicles and also fabricate numerous parts for other Terex businesses.