

Terex Forklift

Terex Forklifts takes great pride in developing quality equipment that helps upgrade their customers' performance while standing by their goal to provide a cost effective yet reliable product line. Through many divestures and acquisitions designed 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 supply quality standards and value for their broad consumer base.

Remaining a aggressive player in the mechanized equipment sector, Terex is building a franchise under the Terex name brand. The business is incorporating their earlier brand names for some of their components in conjunction operations the Terex trade name for a smooth transition process. Presently, Terex products are principally marketed under the Terex brand name. Several 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 steady growth cycle. 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.

Buying O&K Mining and Payhauler in 1998, allowed Terex to nurture 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 soon became a leader within the crushing and screening industry by purchasing 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 expanded into the Compact Equipment industry, buying Fermac who is a manufacturer 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 beefed up its Roadbuilding division in 2001, business with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A few of the purchases that took place in 2002 made it easier for Terex to grow 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 manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a leading producer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company created heavy duty vehicles for armed forces 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 the year 2004, Terex purchased a maker of surface drilling equipment utilized in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was purchased by Terex. They manufacture high capacity surface mining trucks and also fabricate numerous components for other Terex companies.