

Terex Forklift

Terex Forklifts stands by their goal to provide a dependable and cost effective product line. They take satisfaction in making equipment that improves their customers' return on investment. Through numerous divestures and acquisitions intended to expand the product offering, Terex has a short time ago expanded dramatically. They have improved 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 materials handling and industrialized equipment sector. They are working towards building a franchise under the brand name Terex by incorporating all of their preceding brand names for many of the products used in conjunction operations the brand Terex. Presently, Terex goods are principally marketed under the Terex name. A few 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 evolution sequence. 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 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 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 extended into the Compact Equipment industry, acquiring Fermac who is a maker specializing in tractor loader backhoes. Their Light Construction operations continued to expand business 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 few of the acquisitions that took place in 2002 made it easier for Terex to grow into a leader in their respective categories. Advance Mixer helped propel Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane industry. Buying German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a principal maker of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which provided company-owned distribution 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 distribution.

In the year 2004, Terex purchased a producer 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 acquired by Terex. They produce high capacity surface mining vehicles and also manufacture several components for other Terex businesses.