

## Terex Forklift

Terex Forklifts stands by their mission to supply a reliable and cost efficient product line. They take pleasure in producing equipment that improves their customers' return on investment. Through several divestitures and acquisitions planned to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to enable them to present quality standards and value for their broad customer base.

Terex has remained a competitive player in the materials handling and industrialized equipment sector. They are working towards forming a franchise under the brand name Terex by incorporating all of their preceding brand names for many of the products used in conjunction business the brand Terex. Presently, Terex goods are principally marketed under the Terex name. A few 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 shown steady development, buying PPM Cranes, in 1995 while divesting Clark Material Handling in 1995. 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, enabled Terex to grow their mining operations. The same year their crane offering expanded their operations radically 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 companies were also added to Terex in 1999.

By buying 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.

Terex beefed up its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

Several acquisitions in 2002 placed Terex along with 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 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 circulation for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for military and off-road commercial 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 producer of surface drilling equipment for application within the construction, utility and mining industries. Noble CE, which was referred to as Terex Mexico was also purchased this year. They design high capacity surface mining trucks and also manufacture several components for other Terex companies.