

## Terex Forklift

Terex Forklifts takes great pride in producing quality equipment that helps upgrade their customers' performance while standing by their mission to offer a cost effective yet reliable product line. Through numerous 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 present quality standards and value for their broad consumer base.

Terex has remained a competitive player in the material handling and industrial 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 goods used in conjunction operations the brand Terex. 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 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 promptly 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 industry by purchasing Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment market, 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.

A couple of of the purchases that took place in 2002 made it easier for Terex to develop into a leader in their respective categories. Advance Mixer helped drive Terex into the concrete mixing industry, while Demag helped Terex Cranes become a leader in the crane industry. Acquiring German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a principal maker of Aerial Work Platforms. This busy year was completed operations with the acquisitions of EPAC and Pacific Utility, which provided company-owned circulation for Terex Utilities.

Tatra, a maker of heavy-duty forklifts designed for on and off-road commercial and military purposes were purchased in 2003. 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 maker of surface drilling equipment utilized 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 produce high capacity surface mining vehicles and also produce many parts for other Terex companies.