

## Terex Forklift

Terex Forklifts stands by their goal to supply a dependable and cost effective product line. They take pleasure in manufacturing equipment that improves their customers' return on investment. Through several divestures and acquisitions designed to expand the product offering, Terex has of late expanded dramatically. They have enhanced their geographic coverage to enable them to supply quality standards and value for their broad customer base.

Remaining a aggressive player in the industrialized equipment sector, Terex is forming a franchise under the Terex name brand. The business is incorporating their previous brand names for a lot of their parts in conjunction operations the Terex trade name for a smooth transition process. Presently, Terex goods are principally marketed under the Terex name. Many 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 Materials 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 quickly became a leader within the crushing and screening market by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane companies were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment market, acquiring 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.

In 2001, Terex expanded their Roadbuilding division business with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

Several purchases in 2002 placed Terex along with the leaders in their respective categories. Terex became a leading crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex in the concrete mixing industry. Acquiring German makers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a primary 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.

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for armed forces and off-road industrial functions. Buying Combatel and Commercial Body the same year enabled 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 industries, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was purchased by Terex. They produce high capacity surface mining trucks and also fabricate several components for other Terex businesses.