

Terex Forklift

Terex Forklifts takes immense delight in manufacturing quality equipment that helps better their customers' performance while standing by their goal to offer a cost effective yet consistent product line. Through many divestures and acquisitions planned to expand the product offering, Terex has of late expanded dramatically. They have enhanced their geographic coverage to make it possible for them to deliver quality standards and value for their broad client base.

Remaining a aggressive player in the industrialized equipment sector, Terex is building a franchise under the Terex brand name. The business is incorporating their earlier brand names for a lot of their components in conjunction business the Terex brand for a smooth transition process. Currently, 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 expansion 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.

Buying O&K Mining and Payhauler in 1998, allowed Terex to cultivate their mining business. The same year their crane offering expanded their operations greatly with the acquisitions of Gru Comedil, TerexLift, 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 buying Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By purchasing Fermac, a specialized 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.

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

Several acquisitions in 2002 placed Terex amongst the leaders in their respective categories. Terex became an important crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Buying German makers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a principal manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for armed forces and off-road commercial purposes. Acquiring Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a maker of surface drilling technologies for use within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also acquired this year. They design high capacity surface mining vehicles and also produce numerous components for other Terex businesses.