

Terex Forklift

Terex Forklifts takes great pride in developing quality equipment that helps upgrade their customers' efficiency while standing by their mission to offer a cost effective yet reliable product line. Through several divestures and acquisitions designed to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable 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 earlier 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 had a consistent evolution cycle. 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.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to cultivate their mining operations. 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 industry 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 industry, buying Fermac who is a maker specializing in tractor loader backhoes. Their Light Construction operations continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

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

A few of the purchases that took place in 2002 helped allow Terex to develop into a leader in their respective categories. Advance Mixer helped drive Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Buying German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment category. Genie became a primary manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which provided company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for military and off-road industrial functions. Buying Combatel and Commercial Body the same year enabled Terex to continue to expand its company-owned Terex Utilities distribution.

In the year 2004, Terex purchased a producer of surface drilling equipment used in mining, construction and utility markets, 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 many items for other Terex businesses.