

## **Terex Forklift**

Terex Forklifts takes great pleasure in manufacturing quality equipment that helps enhance their customers' efficiency while standing by their goal to provide a cost effective yet consistent product line. Through many divestitures and acquisitions planned to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to enable them to supply 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 operations the brand Terex. Currently, Terex products are principally marketed under the Terex name. A number 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 shown steady evolution, 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.

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 soon became a leader within the crushing and screening industry by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By acquiring Fermac, a dedicated manufacturer of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment market. 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, business with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

Several purchases in 2002 placed Terex among the leaders in their respective categories. Terex became a leading crane company as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing industry. Acquiring German suppliers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a leading manufacturer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which provided 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 purposes. Buying Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities distribution.

In 2004, Terex acquired Reedrill, a manufacturer of surface drilling technologies for use within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also purchased this year. They manufacture high capacity surface mining trucks and also produce many components for other Terex companies.