

## Terex Forklift

Terex Forklifts stands by their mission to provide a dependable and cost effective product line. They take delight in developing equipment that improves their customers' earnings. Through many divestures and acquisitions intended to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to make it possible for them to present quality standards and value for their broad client base.

Remaining a aggressive player in the industrial equipment sector, Terex is building a franchise under the Terex brand name. The company is incorporating their earlier brand names for many of their components in conjunction operations the Terex brand name for a smooth transition process. Presently, Terex products are principally marketed under the Terex name. Some 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 development 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 operations 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 soon 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 expanded 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.

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 a primary crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing business. Acquiring German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a leading maker of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

A company called Tatra was purchased in 2003. This company produced heavy duty vehicles for armed forces and off-road industrial applications. Buying 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 equipment for application within the construction, utility and mining industries. Noble CE, which was known as Terex Mexico was also purchased this year. They design high capacity surface mining vehicles and also fabricate many components for other Terex businesses.