

## Terex Forklift

Terex Forklifts stands by their mission to supply a consistent and cost efficient product line. They take delight in making equipment that improves their customers' return on investment. Through many divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to make it possible for them to deliver quality standards and value for their broad consumer base.

Terex has remained a competitive player in the material handling and industrialized equipment sector. They are working towards building a franchise under the brand name Terex by incorporating all of their previous brand names for many of the products used in conjunction operations the brand Terex. Presently, Terex goods are principally marketed under the Terex brand name. Some 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 progress, acquiring 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 swiftly 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 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 manufacturers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment market, acquiring Fermac who is a manufacturer specializing in tractor loader backhoes. 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 operations with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

A small number of the purchases that took place in 2002 made it easier for Terex to grow into a leader in their respective categories. Advance Mixer helped boost 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 principal manufacturer of Aerial Work Platforms. This busy year was completed operations with the purchases of EPAC and Pacific Utility, which supplied company-owned circulation for Terex Utilities.

A company called Tatra was acquired in 2003. This company created heavy duty vehicles for armed forces and off-road industrial applications. Buying Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

In 2004, Terex acquired Reedrill, a producer of surface drilling equipment for use within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also acquired this year. They produce high capacity surface mining trucks and also fabricate numerous parts for other Terex businesses.