

## Terex Forklift

Terex Forklift Training - Terex Forklifts stands by their goal to supply a reliable and cost effective product line. They take delight in developing equipment that improves their consumers' return on investment. Through numerous divestures and acquisitions designed to expand the product offering, Terex has of late expanded dramatically. They have improved their geographic coverage to enable them to deliver quality standards and value for their broad customer base.

Remaining a competitive player in the industrial equipment sector, Terex is building a franchise under the Terex name brand. The business is incorporating their earlier brand names for a lot of their parts in conjunction business the Terex trade name for a smooth transition process. Currently, Terex goods are principally marketed under the Terex brand 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 development cycle. 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 Payhuler in 1998, allowed Terex to nurture their mining business. The same year their crane offering expanded their operations significantly with the acquisitions of Gru Comedil, TerexLift, 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 manufacturers were also added to Terex in 1999.

By the year 2000, Terex extended into the Compact Equipment market, buying Fermac who is a producer 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 operations with the acquisitions of CMI, Bid-Well, Load King, Atlas and Jaques.

Several purchases in 2002 placed Terex along with 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 industry. Buying German manufacturers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment class. Genie became a leading 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.

Tatra, a manufacturer of heavy-duty lift trucks designed for on and off-road industrial and military functions were acquired in 2003. 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 utilized 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 vehicles and also manufacture numerous parts for other Terex companies.