

## **Terex Forklift**

Terex Forklifts takes immense pride in manufacturing quality equipment that helps enhance their customers' performance while standing by their goal to offer a cost effective yet consistent product line. Through many divestures and acquisitions designed to expand the product offering, Terex has recently expanded dramatically. They have improved their geographic coverage to enable them to supply quality standards and value for their broad customer base.

Remaining a competitive player in the mechanized equipment sector, Terex is building a franchise under the Terex name brand. The business is incorporating their previous brand names for some of their items in conjunction business the Terex brand name for a smooth transition process. Currently, Terex products are principally marketed under the Terex brand 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 constant evolution 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.

Terex swiftly grew their mining and Crane operations 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 quickly became a leader within the crushing and screening industry by buying 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 specialized maker of tractor loader backhoes, in the year 2000, Terex expanded into the Compact Equipment market. Their Light Construction business continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

Terex beefed up its Roadbuilding division in 2001, business with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

Several purchases 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 in the concrete mixing industry. Acquiring German makers 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 business with the purchases of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

Tatra, a manufacturer of heavy-duty forklifts designed for on and off-road industrial and military functions were purchased in 2003. Acquiring 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 manufacturer of surface drilling technologies for application within the construction, utility and mining markets. Noble CE, which was known as Terex Mexico was also purchased this year. They produce high capacity surface mining trucks and also fabricate many parts for other Terex businesses.